

# *Wisconsin SCORP*

*Regional Demographic Profile*

## *Southern Gateways*



*Applied Population Lab and Wisconsin Department of Natural Resources*

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Preparation of this report and the collaborative research by the Wisconsin Department of Natural Resources, Bureau of Parks and Recreation and the University of Wisconsin - Madison Applied Population Lab was financed in part through a planning grant from the National Park Service, Department of Interior, under the provisions of the Land and Water Conservation Fund act of 1965  
(Public Law 88-578, as amended).



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## ABOUT THIS REPORT

The following is a demographic profile of the Southern Gateways SCORP Region completed by the Applied Population Laboratory, University of Wisconsin- Madison. This profile was created to inform the 2005-2010 SCORP planning process by providing demographic background information for understanding the context within which outdoor recreation occurs. Similar demographic profiles are provided for each of the eight SCORP Regions, and one summary profile for the state of Wisconsin compares Region to Region.

The profile includes current, past and projected information on population demographics and housing within the Southern Gateways Region. Data are displayed in maps, tables, and charts and summarized briefly in text. We begin by painting a demographic picture of the current conditions in the Region using data from Census 2000 and from the Wisconsin Department of Administration's Population Estimates (2004). Next, we address historical trends that have shaped the Southern Gateways Region over the past several decades. We include information on how the population has been changing over time, where housing development has been rapidly occurring, and the impact that natural amenities may have on these changes. Finally, we use population projections from the Wisconsin Dept. of Administration to discuss how the population of the Southern Gateways Region might change over the next several years.

It is important for planners to consider demographic information when planning for outdoor recreation because characteristics of the population impact demand for different types of outdoor recreation. For instance, areas with growing populations may experience increasing demand for recreational resources, and areas with aging populations may demand different types of resources than those with young populations. Similarly, income, education, race, and sex have all been shown to affect preferences for outdoor recreation.

Starting in 1999, the Wisconsin DNR initiated a three-year study to identify, with considerable input from the public and non-profit groups, places in the state that will be critical in meeting Wisconsin's long-term conservation and recreation needs. The resulting 229 "Legacy Places" collectively are the special places that "make Wisconsin Wisconsin." The WDNR only represents the Legacy Places as points because specifically identifying which lands and waters associated with each place are most appropriate to maintain and protect is most appropriately left to a locally-focused planning process. The Legacy Places are represented on many of the maps that you will see in this report. The points noted with a star in the center are Legacy Places that the WDNR has determined to have particularly high recreation potential. The Land Legacy information helps to bring cultural and environmental meaning to the demographic data that we present.

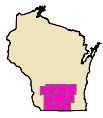
The principal author of this report is Richelle Winkler ([rwinkler@ssc.wisc.edu](mailto:rwinkler@ssc.wisc.edu)) of the Applied Population Laboratory, with direction provided by Jeff Prey ([Jeff.Prey@dnr.state.wi.us](mailto:Jeff.Prey@dnr.state.wi.us)) of the Wisconsin Department of Natural Resources. With appreciation and thanks, the author would like to acknowledge the insight and assistance provided by Chris Whelpley, David Long, Bill Buckingham, Dan Veroff, Nick Fisher, and Don Field. Each lent their skills and talents in preparing data, constructing tables and charts, formatting, and editing text. For more information about this report, the authors can be contacted via email.



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## EXECUTIVE SUMMARY

The Southern Gateways Region is located in the south-central part of the state and encompasses Columbia, Dane, Dodge, Green, Iowa, Jefferson, Lafayette, Richland, Rock, and Sauk Counties. The Region is influenced by the Madison and Janesville metropolitan areas in Dane and Rock Counties. Otherwise, the Region is mostly rural.

- In 2004, the Southern Gateways Region had an estimated population of 979,295 residents. The population of the Region is concentrated around the City of Madison and to a lesser extent the City of Janesville. Approximately 62% of residents live in Dane or Rock Counties.
- The population of the Southern Gateways Region is mostly urban (about 68%). The majority of population growth and housing development over the last fifty years has been occurring on the outskirts of Madison in Dane County. Subsequently, Dane County's countryside has largely been urbanized.
- 91% of the population is Non-Hispanic and White. African Americans and Hispanics each make up about 3% of the Region's total population.
- Wisconsin Dells attracts seasonal residents and tourists to the Southern Gateways Region and to Sauk County in particular. While seasonal housing is relatively unimportant in the Southern Gateways Region (less than 2% of all housing units are for seasonal use), it is important to understanding demand for outdoor recreation in Sauk and Richland Counties. Tourism-related employment in the Southern Gateways Region is concentrated around Wisconsin Dells.
- In-migrating young adults and out-migrating retirees produce a relatively young population structure in the Region. Median age for the Southern Gateways Region in 2000 was about 35 years. The youngest county was Dane, with a median age of 33 years. The oldest county was Richland, with a median age of 39 years.
- In comparison with the rest of the state, people in the Southern Gateways Region are more educated, have higher income, and have relatively high housing values. Dane County has a particularly high rate of education, a high median income, and a high median housing value. Richland and Lafayette Counties have the lowest incomes, housing values, and college education rates.
- Population in this Region has been growing since at least 1950, increasing by 90% between 1950 and 2004. Dane County has grown at a particularly quick pace.
- Housing development has been occurring at a faster rate than population growth. Between 1950 and 2004, the number of housing units in the Region increased by 175%. Historically, housing development has occurred particularly fast in Dane County. Between 2000 and 2004, Sauk County experienced the fastest rate of housing development in the Region.
- According to Johnson and Beale's recreation county classifications, Sauk County has many recreation-based resources and high demand for recreation. Because of these resources, Sauk County might be expected to experience population growth and housing development at a disproportionately fast pace.
- Population is projected to continue to increase in the Southern Gateways Region over the next several years, especially in Dane, Jefferson, and Sauk Counties. Dane County is expected to add 76,804 residents between 2004 and 2020, for an increase of 17%.



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## POPULATION DISTRIBUTION

According to the Wisconsin Department of Administration population estimates (WDOA 2004), 979,295 people live in the Southern Gateways Region. This amounts to 130 persons per square mile.

Figure 1 shows population distribution for the Southern Gateways Region by county. Most of the people in the Region live in Dane or Rock County. Together, these counties account for about 62% of the population in the Region. Dane County is home to the City of Madison, and Janesville is located in Rock County. These are the two major urban centers in the Southern Gateways Region.

**Figure 1**  
**County Population Distribution, 2004**

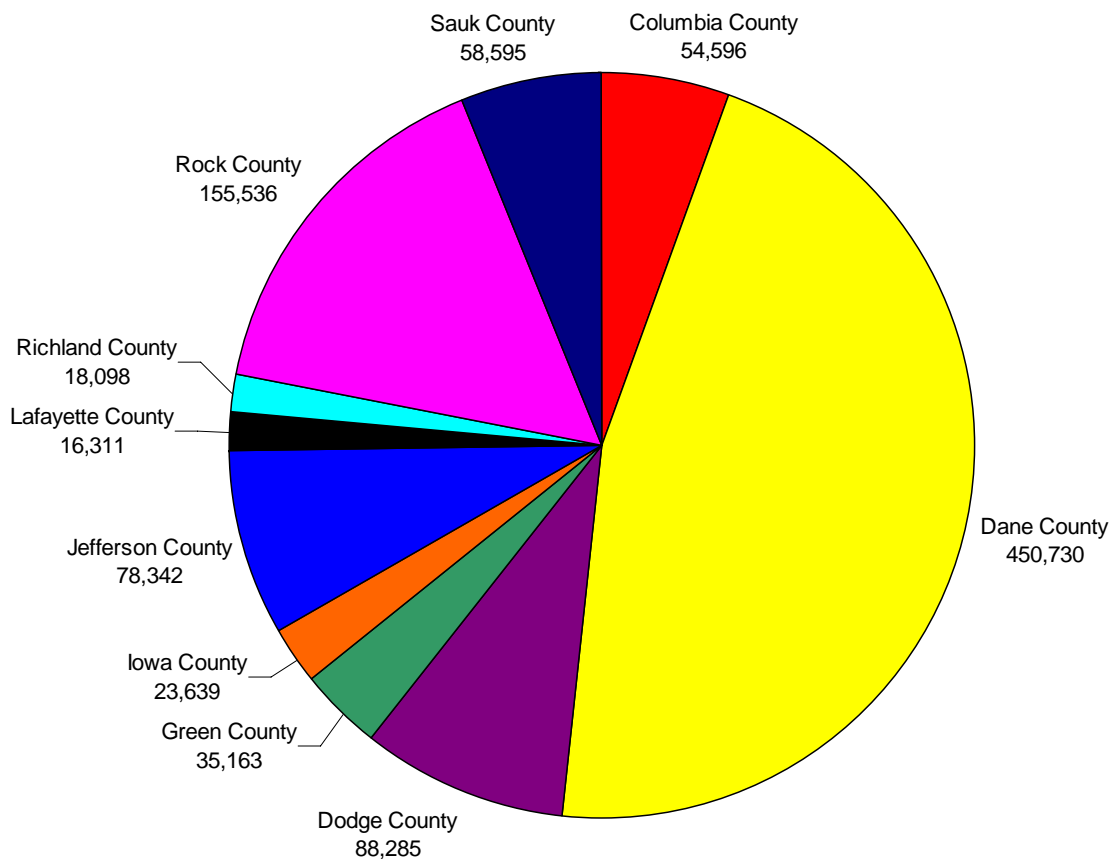


Figure 2 shows population density by municipality (cities, villages, and towns). This view allows us to see variation within counties. Population densities are high in and around Madison and Janesville. The western part of the landscape in the Southern Gateways Region is made up of low population density towns, scattered with small cities and villages that have higher population densities. The eastern part of the Region is somewhat different, with most towns having higher population densities suggestive of sprawl.



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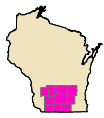
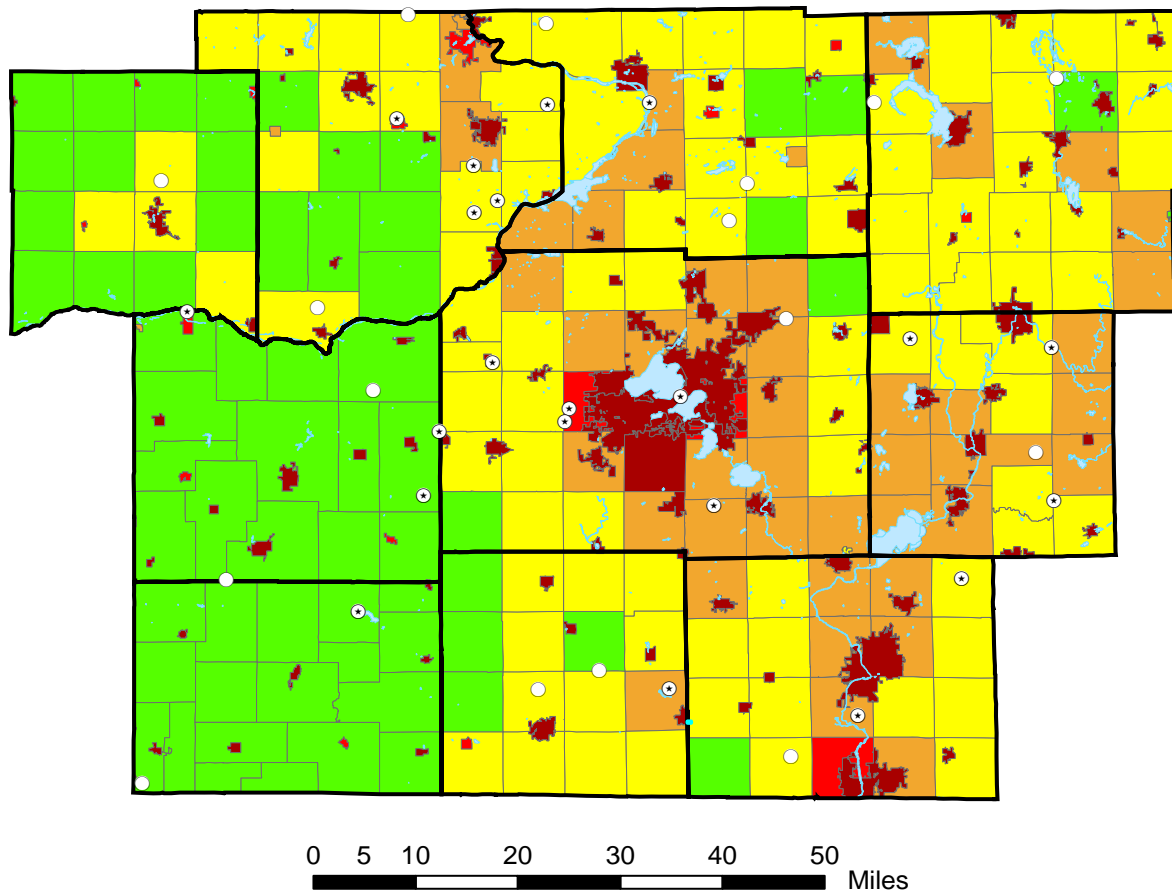


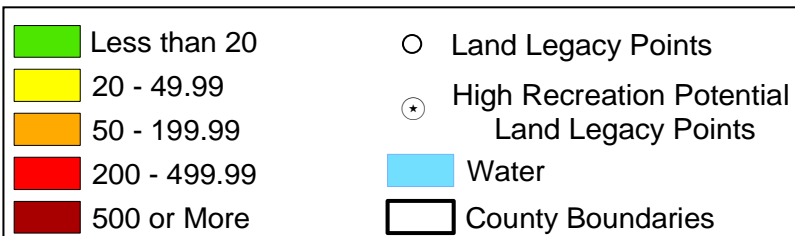
Figure 2

## Population Density, 2004

Calculated at Municipal Level



### Persons per Square Mile



Source: TIGER 2000, Census 2000



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## URBAN/RURAL

Most people in the Southern Gateways Region (68%) live in urban areas, according to 2000 Census definitions. This includes people who live in densely settled territory with a population of 2,500 or more.

Table 1 shows the proportion of people living in urban places by county for the Southern Gateways Region. Dane and Rock Counties are particularly urban, while Lafayette, Iowa, and Richland Counties remain mostly rural. According to the Census definition, Lafayette County did not have any urban places in 2000.

**Table 1**  
**Urbanization in the Southern Gateways Region, 2000**

	Total Population	Urban Population	Percent Urban
Columbia County	52,468	19,320	36.8%
Dane County	426,526	360,541	84.5%
Dodge County	85,897	41,042	47.8%
Green County	33,647	14,410	42.8%
Iowa County	22,780	3,931	17.3%
Jefferson County	74,021	42,773	57.8%
Lafayette County	16,137	0	0.0%
Richland County	17,924	4,972	27.7%
Rock County	152,307	119,180	78.2%
Sauk County	55,225	27,652	50.1%
<b>Southern Gateways Region</b>	<b>936,932</b>	<b>633,821</b>	<b>67.6%</b>

Source: Census 2000, Summary File 1

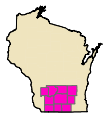


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## HOUSING DISTRIBUTION

Housing development impacts both the supply and the demand for outdoor recreation. Housing affects the *supply* of outdoor recreation resources by taking up land that may previously have been considered to be recreational or have potential for recreation activities. Outdoor recreation (especially those activities that require a substantial amount of open space, like backpacking, ATV riding, or hunting) is largely considered incompatible with higher density housing development.

Housing development also impacts *demand* for outdoor recreation. At the most basic level, housing development in an area generally means more people in that area who are likely to participate in some form of recreation activity nearby. In this way, housing unit counts inform outdoor recreation planners similarly to population counts.

Examining housing is especially useful to recreation planners because population counts do not include seasonal residents. Seasonal residents are an important component of demand for outdoor recreation in Wisconsin, and looking at housing development (including both permanent and seasonal homes) can offer a more complete view of where demand for outdoor recreation occurs than looking at population distribution alone.

Figure 3 shows the 2000 distribution of housing density in the Southern Gateways Region by Census Block Group. The map looks similar to the population map presented above.



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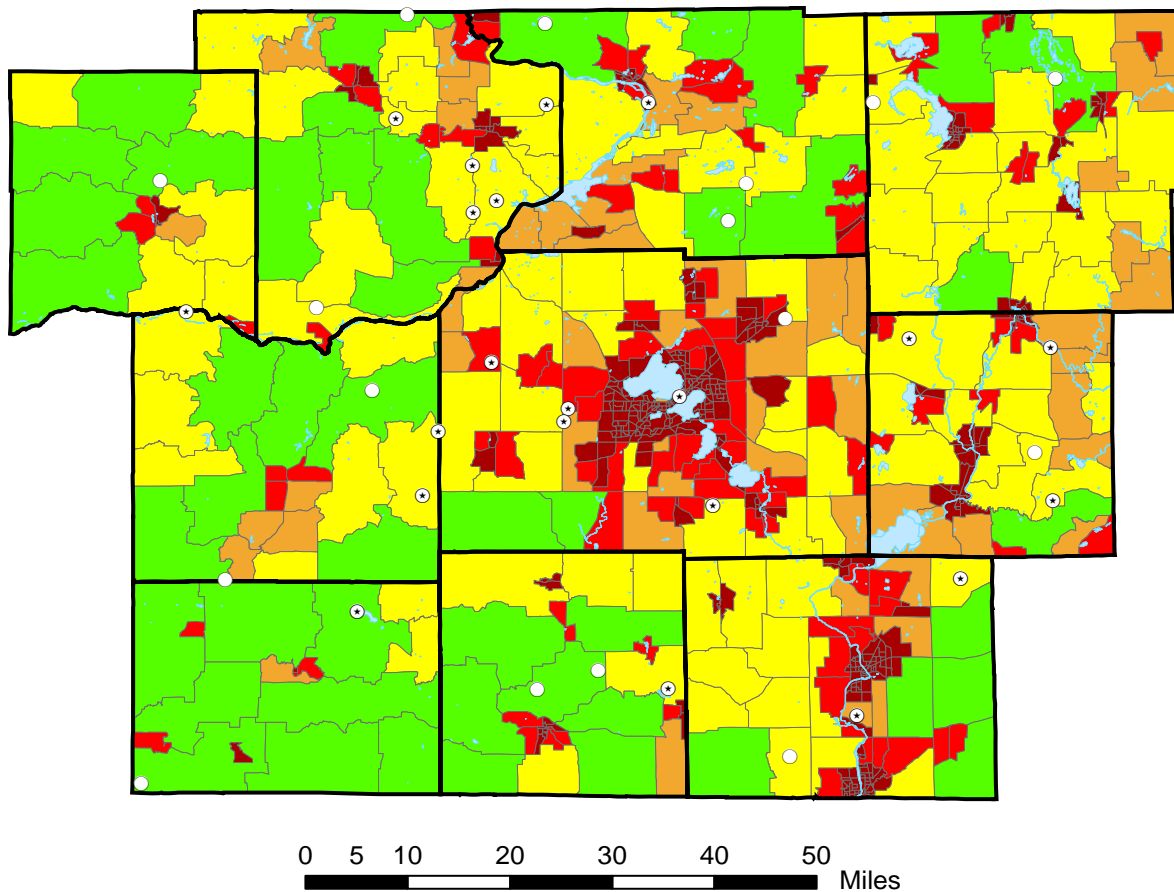




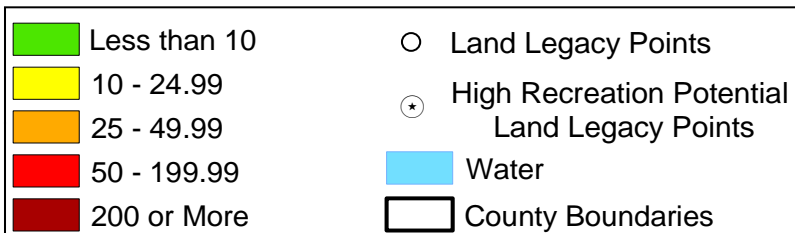
Figure 3

## Housing Density, 2000

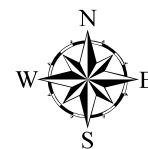
Calculated at Block Group Level



### Housing Units per Square Mile



Source: TIGER 2000, Census 2000



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## SEASONAL HOUSING AND TOURISM

Area residents constitute much of the demand for outdoor recreation, but a certain amount of demand also comes from non-residents, like seasonal home-owners and tourists. Table 2 shows the importance of seasonal housing and tourism in the Southern Gateways Region. Seasonal housing is not particularly important in this Region, with less than 2% of all housing units being for seasonal or recreational use, compared to 6.3% for the state as a whole. Still, Richland, Sauk, Columbia, and Iowa Counties have moderate proportions of seasonal housing.

Measuring the number of tourists who visit the Southern Gateways Region is more difficult because good data is not readily available. Table 2 shows the percent of all workers age 16 and over who are employed in arts, entertainment, recreation, accommodation, and/or food services industries. We provide this employment measure with the idea that the more tourists who are visiting an area, the more people will be employed in tourism-related work. Tourism-related employment is particularly important in Sauk County due to the influence of Wisconsin Dells.

**Table 2**  
**Seasonal Housing and Tourism in the Southern Gateways Region, 2000**

	Population	Housing Units	% Seasonal	% Employed in Tourism
Columbia County	52,468	22,685	5.5%	6.8%
Dane County	426,526	180,398	0.6%	7.1%
Dodge County	85,897	33,672	2.4%	5.2%
Green County	33,647	13,878	1.1%	5.2%
Iowa County	22,780	9,579	4.3%	5.5%
Jefferson County	74,021	30,092	2.6%	6.5%
Lafayette County	16,137	6,674	1.6%	4.9%
Richland County	17,924	8,164	7.8%	5.5%
Rock County	152,307	62,187	1.2%	6.8%
Sauk County	55,225	24,297	6.5%	12.1%
<b>Southern Gateways Region</b>	<b>936,932</b>	<b>391,626</b>	<b>1.9%</b>	<b>6.9%</b>

Source: Census 2000, Summary File 1

Figures 4 and 5 show the distribution of seasonal housing and tourism at the Census Block Group level. Seasonal housing tends to be clustered around lakes, on the banks of the Wisconsin River, near Wisconsin Dells, and in the hills of Richland County. Tourism employment is most prevalent around Wisconsin Dells in the northeast corner of Sauk County. In some areas over 25% of all housing units are for seasonal use and at least 20% of all workers are employed in tourism-related industries.



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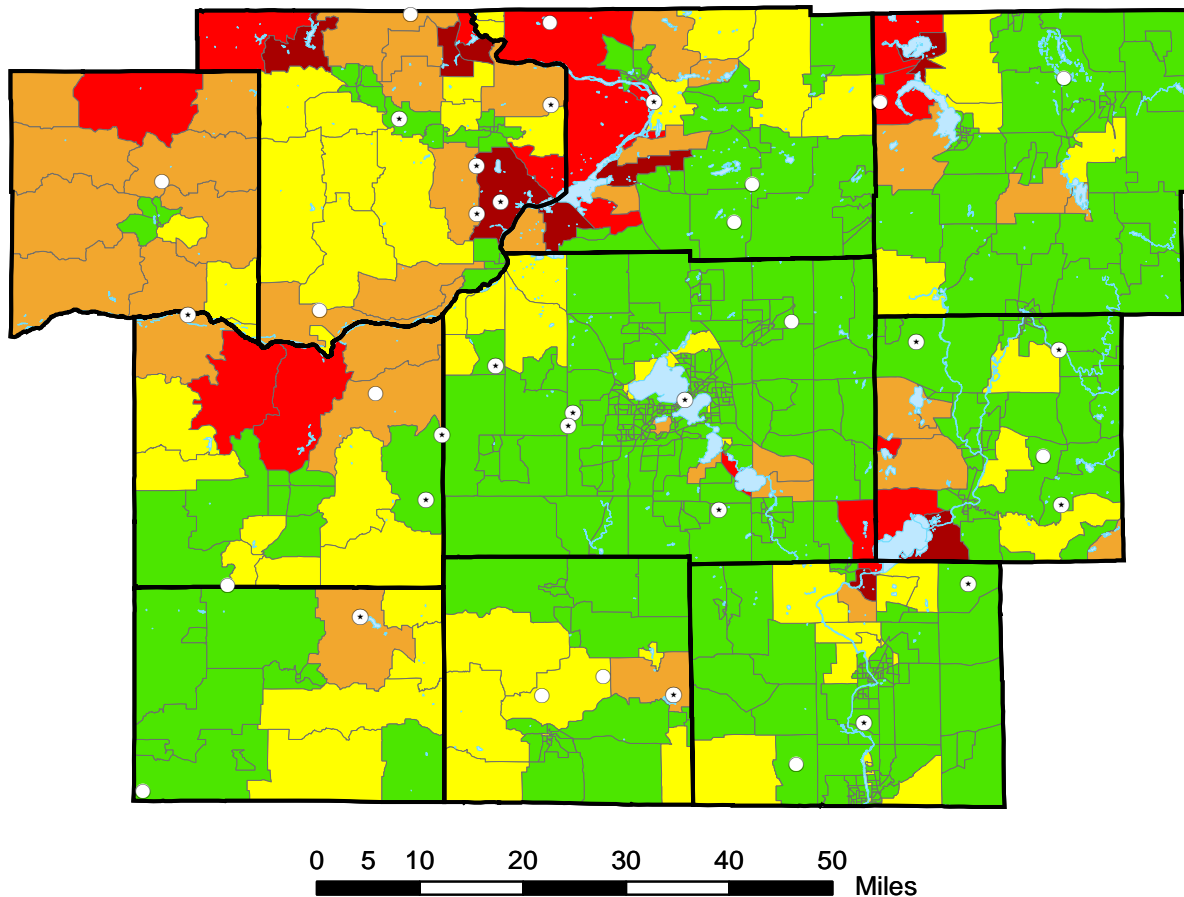
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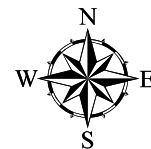
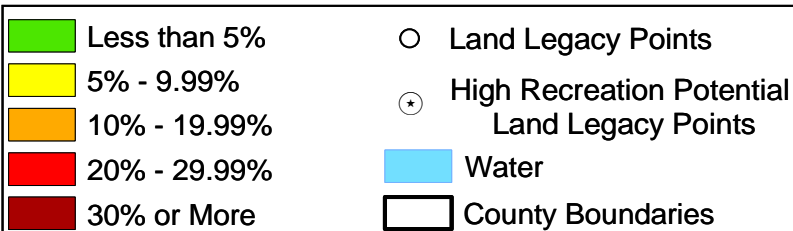


Figure 4

## Seasonal Housing Calculated at Block Group Level



### Percent of Housing Units Which are Seasonal



State Seasonal  
Housing = 6.3%

Sources: TIGER 2000, Census 2000



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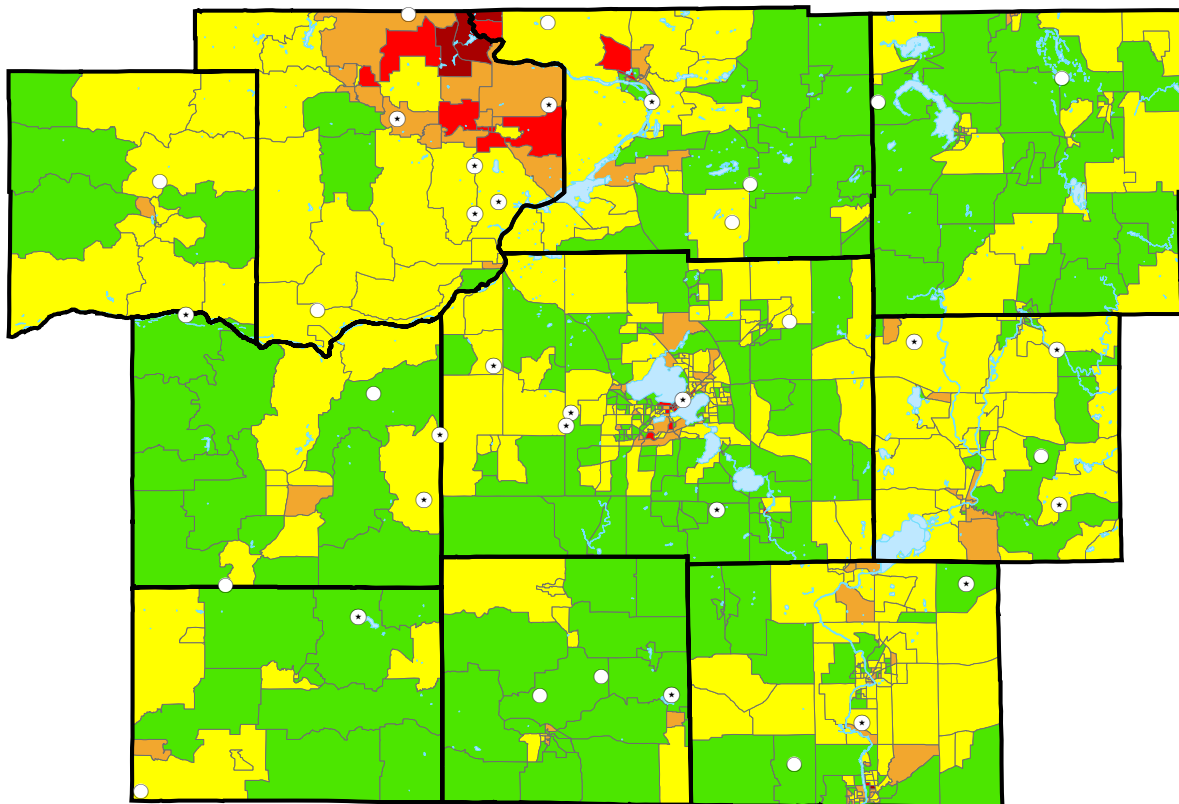
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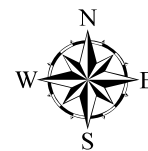
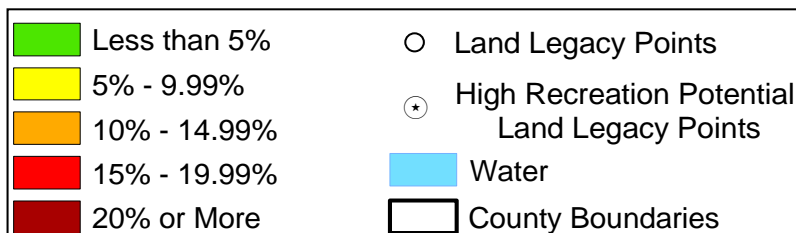
Figure 5

## Tourism Industry Employment Calculated at Block Group Level



### Percent Employed In Tourism-Related Industry

Shows place of residence for workers aged 16 and older who are employed in arts, entertainment, recreation, accomodation or food services



0 5 10 20  
Miles

Source: TIGER 2000, Census 2000



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## DEMOGRAPHIC CHARACTERISTICS

Social and economic characteristics of the population also influence participation in outdoor recreation. For instance, older people tend to participate in different recreational activities than young people; income may influence ability to participate in particular outdoor activities, like golfing; and education may have something to do with whether or not someone engages in nature study. These types of social and economic characteristics of the population vary across space. Near urban centers, people tend to make more money; near universities, people tend to be younger and more highly educated.

Table 3 provides a summary of social and economic characteristics by county. Figures 6-11 show how these characteristics vary across space.

**Table 3**  
**Demographic Characteristics in the Southern Gateways Region**

	Total Population	Median Age	Female	College Educated	Hispanic	Asian	Black	Median HH Income	Median Housing Value
Columbia County	52,468	38.0	49.6%	17%	1.6%	0.3%	0.9%	\$45,064	\$115,000
Dane County	426,526	33.2	50.5%	41%	3.4%	3.5%	4.0%	\$49,223	\$146,900
Dodge County	85,897	37.0	47.7%	13%	2.5%	0.3%	2.5%	\$45,190	\$105,800
Green County	33,647	37.9	50.8%	17%	1.0%	0.3%	0.3%	\$43,228	\$97,700
Iowa County	22,780	37.1	50.2%	18%	0.3%	0.3%	0.2%	\$42,518	\$91,800
Jefferson County	74,021	36.6	50.4%	17%	4.1%	0.4%	0.3%	\$46,901	\$123,800
Lafayette County	16,137	38.1	50.1%	13%	0.6%	0.2%	0.1%	\$37,220	\$74,600
Richland County	17,924	39.2	50.4%	14%	0.9%	0.2%	0.2%	\$33,998	\$75,200
Rock County	152,307	35.9	50.8%	17%	3.9%	0.8%	4.6%	\$45,517	\$98,200
Sauk County	55,225	37.3	50.6%	18%	1.7%	0.3%	0.3%	\$41,941	\$107,500
<b>Southern Gateways Region</b>	<b>936,932</b>	<b>35.2</b>	<b>50.2%</b>	<b>27%</b>	<b>3.0%</b>	<b>1.8%</b>	<b>2.9%</b>	<b>\$46,588</b>	<b>\$123,748</b>

Source: Census 2000

Note: Regional "medians" represent the weighted average of constituent county medians;

Percent college educated calculated for persons age 25 and older; Housing value calculated for owner occupied housing units.

In comparison with other Regions, the Southern Gateways Region has a relatively young population. Median age for the state of Wisconsin as a whole is 36 years, compared to only 35 years in the Southern Gateways. The population in Dane County is especially young, with a median age of only 33 years. On the other hand, the population is older than the state average in Richland, Columbia, Lafayette, Green, Sauk, Iowa, and Dodge Counties.

Sex and race are two more important demographic characteristics that might impact participation in outdoor recreation. In terms of sex ratios, the Southern Gateways Region has more females than males. Racially, the Region is predominately (91%) White and Non-Hispanic. Hispanics and Blacks each make up about 3% of the Region's total population, with larger populations living in Dane and Rock Counties. Asians also make up a significant proportion of the population in Dane County.



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## Existing Conditions

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Income, housing values, and college education rates are relatively high in the Southern Gateways Region, mostly due to the impact of the City of Madison. Dane County stands out, with a remarkably high median income, median housing value, and rate of college education. Richland and Lafayette Counties (farther from Madison) have the lowest incomes, housing values, and college education rates. In general, housing values and median incomes are lower in the western part of the Region and higher in the east.



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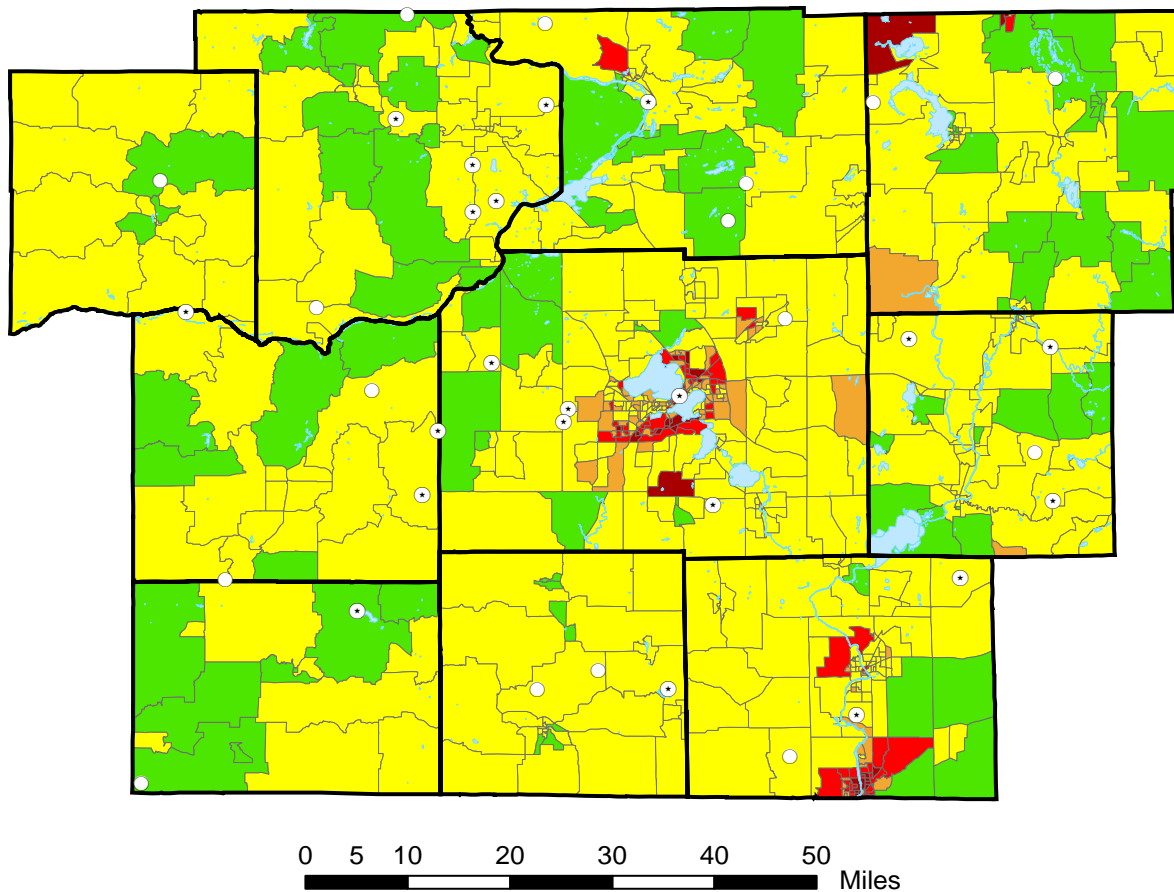




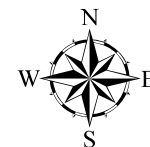
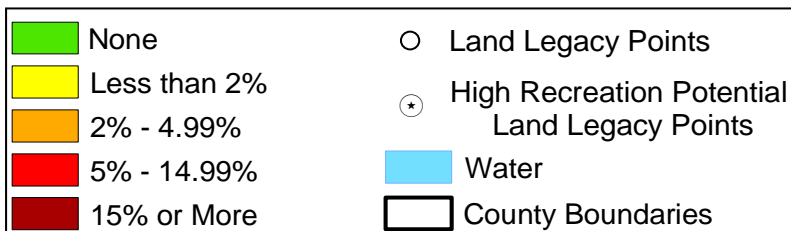


Figure 6

## African American Population Calculated at Block Group Level



### Percent African American



Source: TIGER 2000, Census 2000



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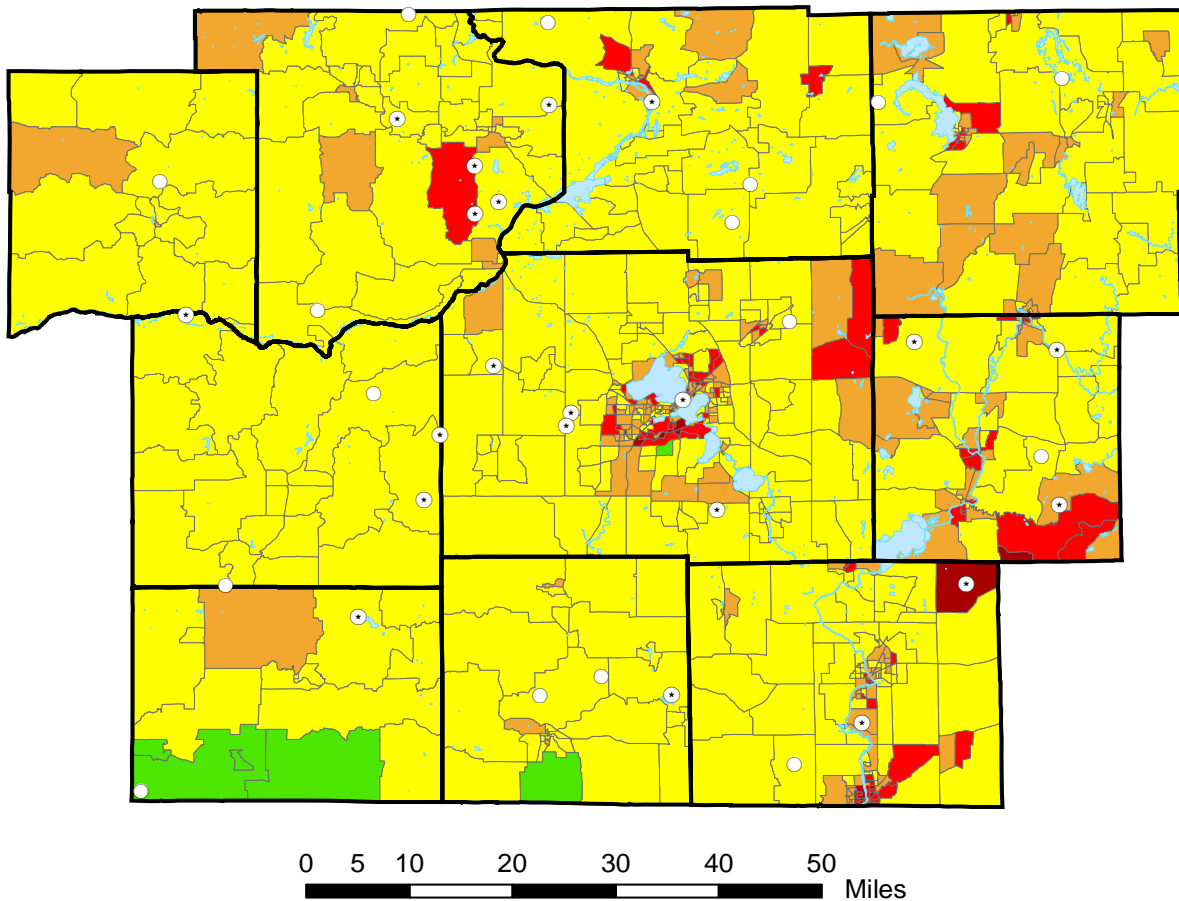




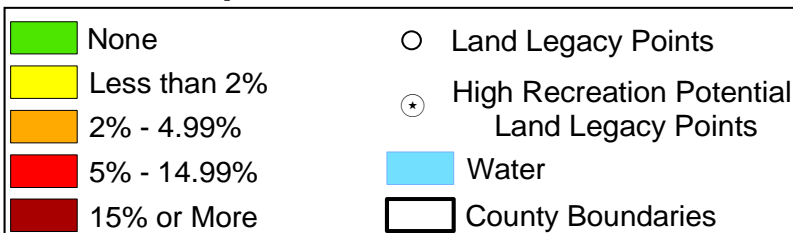


Figure 7

## Hispanic Population Calculated at Block Group Level



### Percent Hispanic



Sources: TIGER 2000, Census 2000



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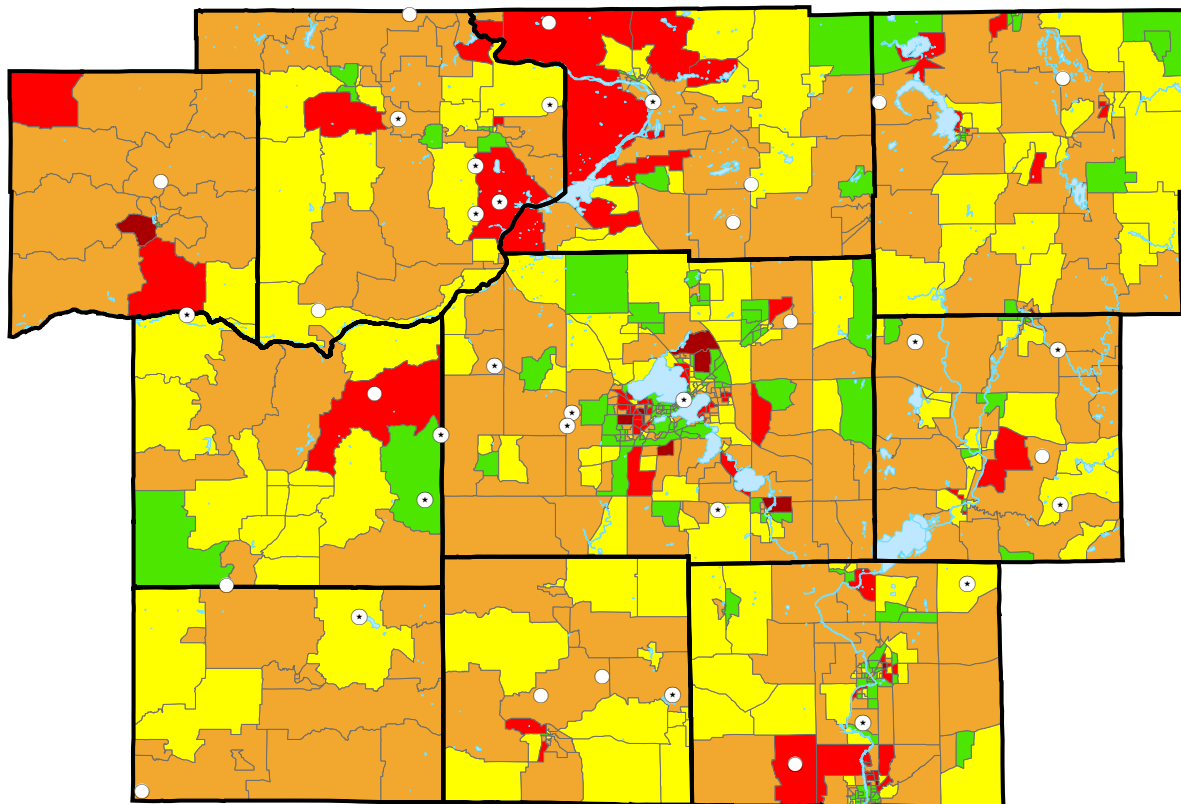
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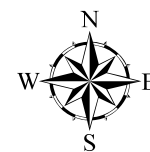
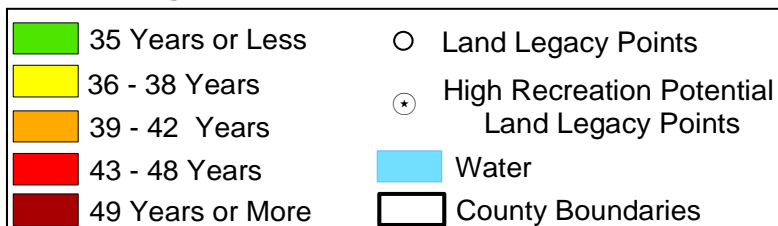
Figure 8

## Median Age Calculated at Block Group Level



State Median Age =  
36 Years

### Median Age



0 5 10 20  
Miles

Sources: TIGER 2000, Census 2000



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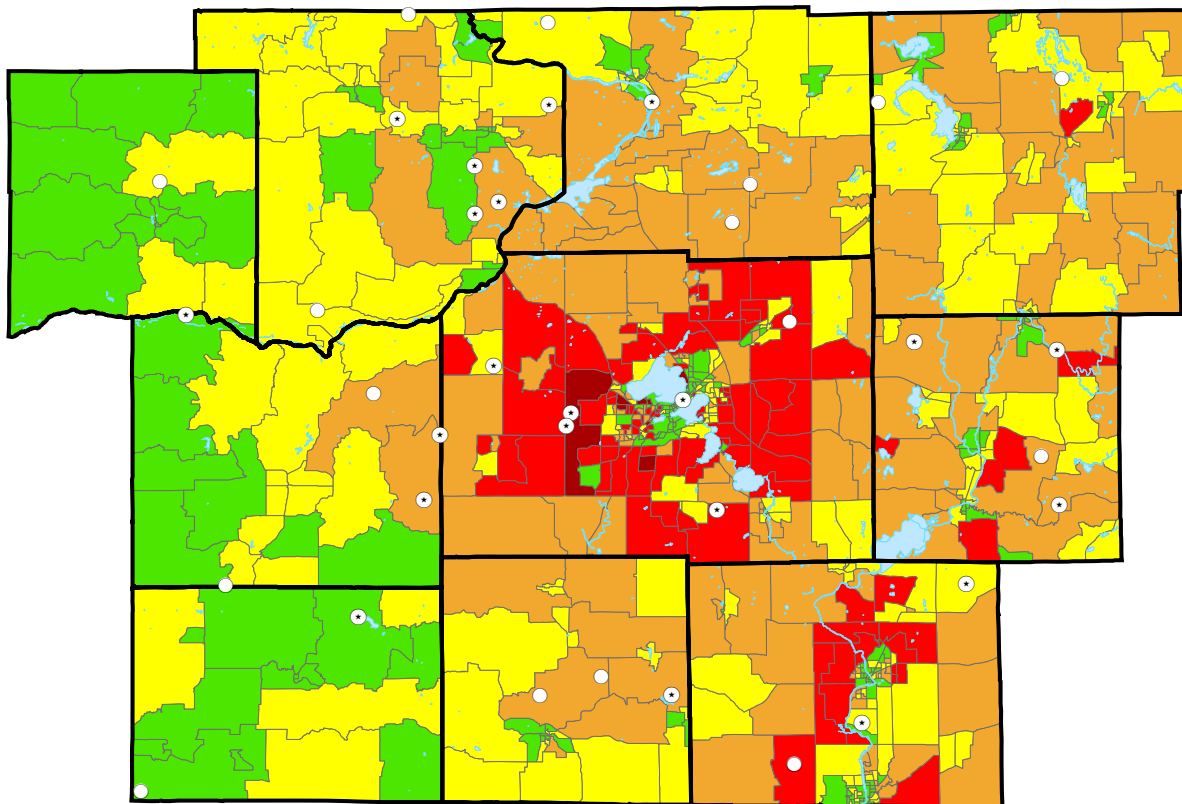
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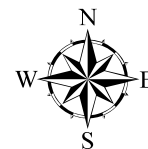
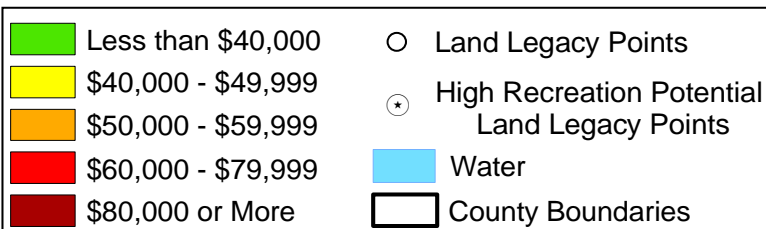
Figure 9

## Median Income Calculated at Block Group Level



State Median Income =  
\$43,791

### Median Household Income, 1999



0 5 10 20  
Miles

Sources: TIGER 2000, Census 2000



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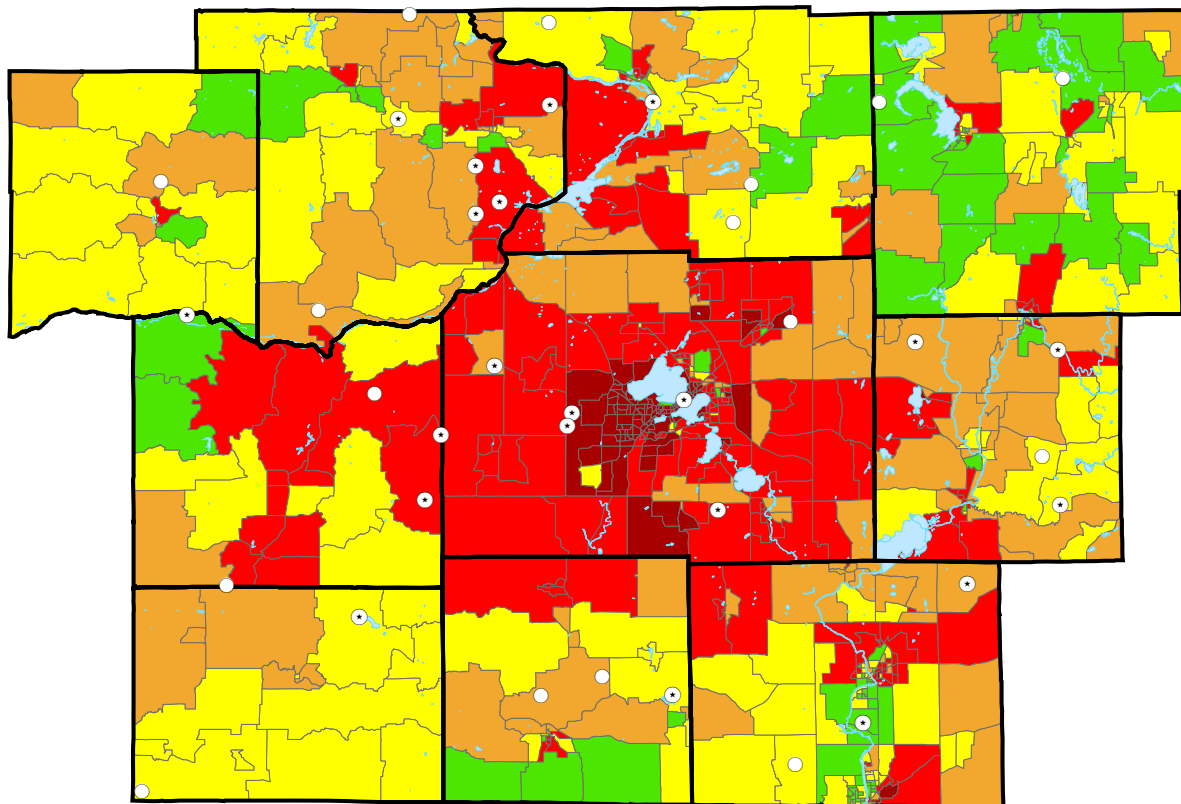
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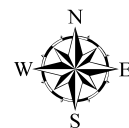
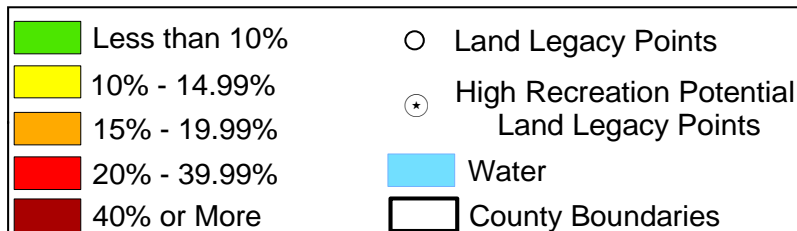
Figure 10

## College Education Calculated at Block Group Level



State College Education = 22.4%

### Percent of Population aged 25 or Older with a 4-Year College Degree



0 5 10 20  
Miles

Sources: TIGER 2000, Census 2000



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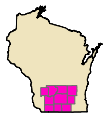
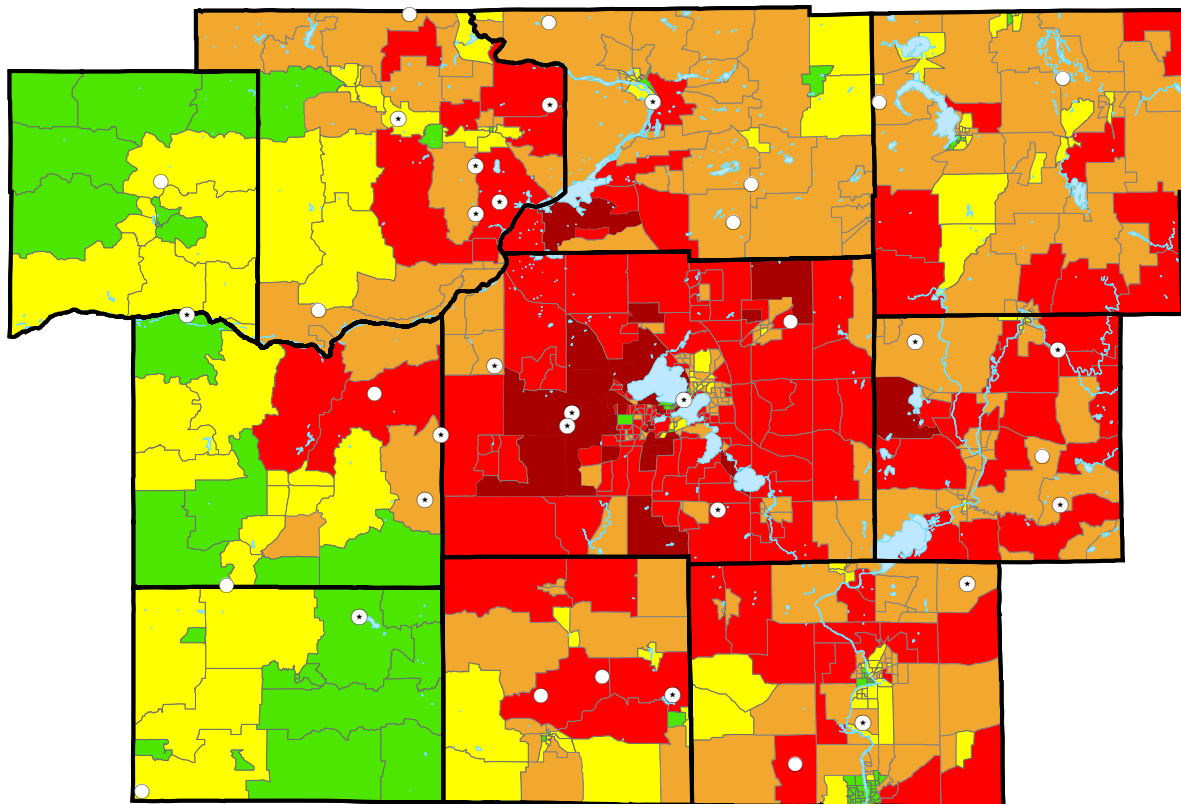


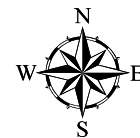
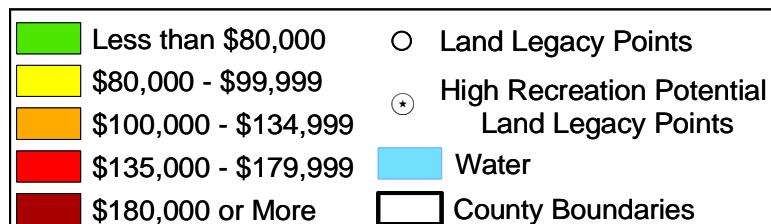
Figure 11

## Median Housing Value Calculated at Block Group Level



State Median Housing Value= \$112,200

### Median Housing Value in 2000



0 5 10 20  
Miles

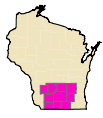
Sources: TIGER 2000, Census 2000



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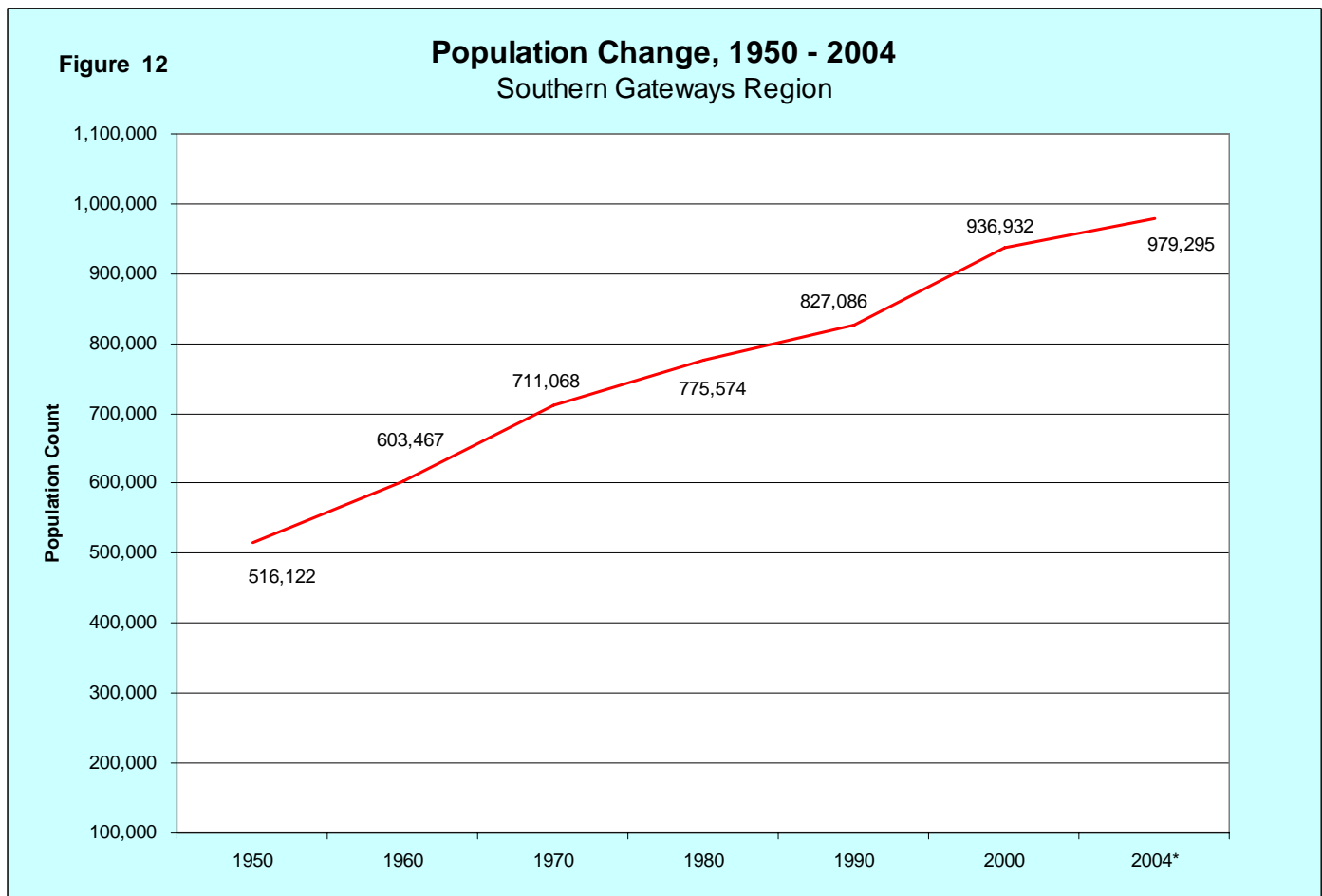




Looking at historical changes in population and housing may help to explain past and future trends in recreational participation. In this section, we examine demographic change in the Southern Gateways Region. We consider the growth, urbanization, and shifting age structure of the population. In addition, we detail: where housing development has occurred, shifts in the prevalence of seasonal housing, and the impact that natural amenities (like lakes and forests) have had on population and housing growth.

## POPULATION CHANGE

The Southern Gateways Region has experienced steady population growth since at least 1950. Figure 12 shows Regional population counts from 1950-2004. Between 1950 and 2004, the Southern Gateways Region gained 463,173 residents for an increase of about 90%. The rate of increase was fastest in the 1990s when the Region grew by 13% (or 1.3% annually) over the decade.



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Population growth does not occur evenly across space, and while some parts of the Southern Gateways Region have continually experienced population growth, others areas have experienced periods of decline. Table 4 shows population change over time by county. Dane County and Jefferson County have been growing at a fast pace since 1950. Since 1990, Sauk, Green, and Columbia Counties have also experienced high growth, with Sauk County growing at the fastest pace of any county in the Region 1990-2000 and 2000-2004. Lafayette and Richland Counties have experienced slow growth and, in some years, decline in population.

**Table 4a**  
**Population Counts over Time in the Southern Gateways Region**

	Population Count						
	1950	1960	1970	1980	1990	2000	2004*
Columbia County	34,023	36,708	40,150	43,222	45,088	52,468	54,596
Dane County	169,357	222,095	290,272	323,545	367,085	426,526	450,730
Dodge County	57,611	63,170	69,004	75,064	76,559	85,897	88,285
Green County	24,172	25,851	26,714	30,012	30,339	33,647	35,163
Iowa County	19,610	19,631	19,306	19,802	20,150	22,780	23,639
Jefferson County	43,069	50,094	60,060	66,152	67,783	74,021	78,342
Lafayette County	18,137	18,142	17,456	17,412	16,076	16,137	16,311
Richland County	19,245	17,684	17,079	17,476	17,521	17,924	18,098
Rock County	92,778	113,913	131,970	139,420	139,510	152,307	155,536
Sauk County	38,120	36,179	39,057	43,469	46,975	55,225	58,595
<b>Southern Gateways Region</b>	<b>516,122</b>	<b>603,467</b>	<b>711,068</b>	<b>775,574</b>	<b>827,086</b>	<b>936,932</b>	<b>979,295</b>

\* Estimate from Wisconsin Dept. of Administration

Sources: Census 1950-2000, Wisconsin Dept. of Administration, 2004

**Table 4b**  
**Population Change over Time in the Southern Gateways Region**

	Population Change				Percent Change				Average Annual Percent Increase			
	1950-1970	1970-1990	1990-2000	2000-2004	1950-1970	1970-1990	1990-2000	2000-2004	1950-1970	1970-1990	1990-2000	2000-2004
Columbia County	6,127	4,938	7,380	2,128	18.0%	12.3%	16.4%	4.1%	0.9%	0.6%	1.6%	1.0%
Dane County	120,915	76,813	59,441	24,204	71.4%	26.5%	16.2%	5.7%	3.6%	1.3%	1.6%	1.4%
Dodge County	11,393	7,555	9,338	2,388	19.8%	10.9%	12.2%	2.8%	1.0%	0.5%	1.2%	0.7%
Green County	2,542	3,625	3,308	1,516	10.5%	13.6%	10.9%	4.5%	0.5%	0.7%	1.1%	1.1%
Iowa County	-304	844	2,630	859	-1.6%	4.4%	13.1%	3.8%	-0.1%	0.2%	1.3%	0.9%
Jefferson County	16,991	7,723	6,238	4,321	39.5%	12.9%	9.2%	5.8%	2.0%	0.6%	0.9%	1.5%
Lafayette County	-681	-1,380	61	174	-3.8%	-7.9%	0.4%	1.1%	-0.2%	-0.4%	0.0%	0.3%
Richland County	-2,166	442	403	174	-11.3%	2.6%	2.3%	1.0%	-0.6%	0.1%	0.2%	0.2%
Rock County	39,192	7,540	12,797	3,229	42.2%	5.7%	9.2%	2.1%	2.1%	0.3%	0.9%	0.5%
Sauk County	937	7,918	8,250	3,370	2.5%	20.3%	17.6%	6.1%	0.1%	1.0%	1.8%	1.5%
<b>Southern Gateways Region</b>	<b>194,946</b>	<b>116,018</b>	<b>109,846</b>	<b>42,363</b>	<b>37.8%</b>	<b>16.3%</b>	<b>13.3%</b>	<b>4.5%</b>	<b>1.9%</b>	<b>0.8%</b>	<b>1.3%</b>	<b>1.1%</b>

Sources: Census 1950-2000, Wisconsin DOA 2004

Figure 13 shows the average annual percent increase in population that municipalities experienced over four time periods. Data are fitted to 2003 municipal boundaries.



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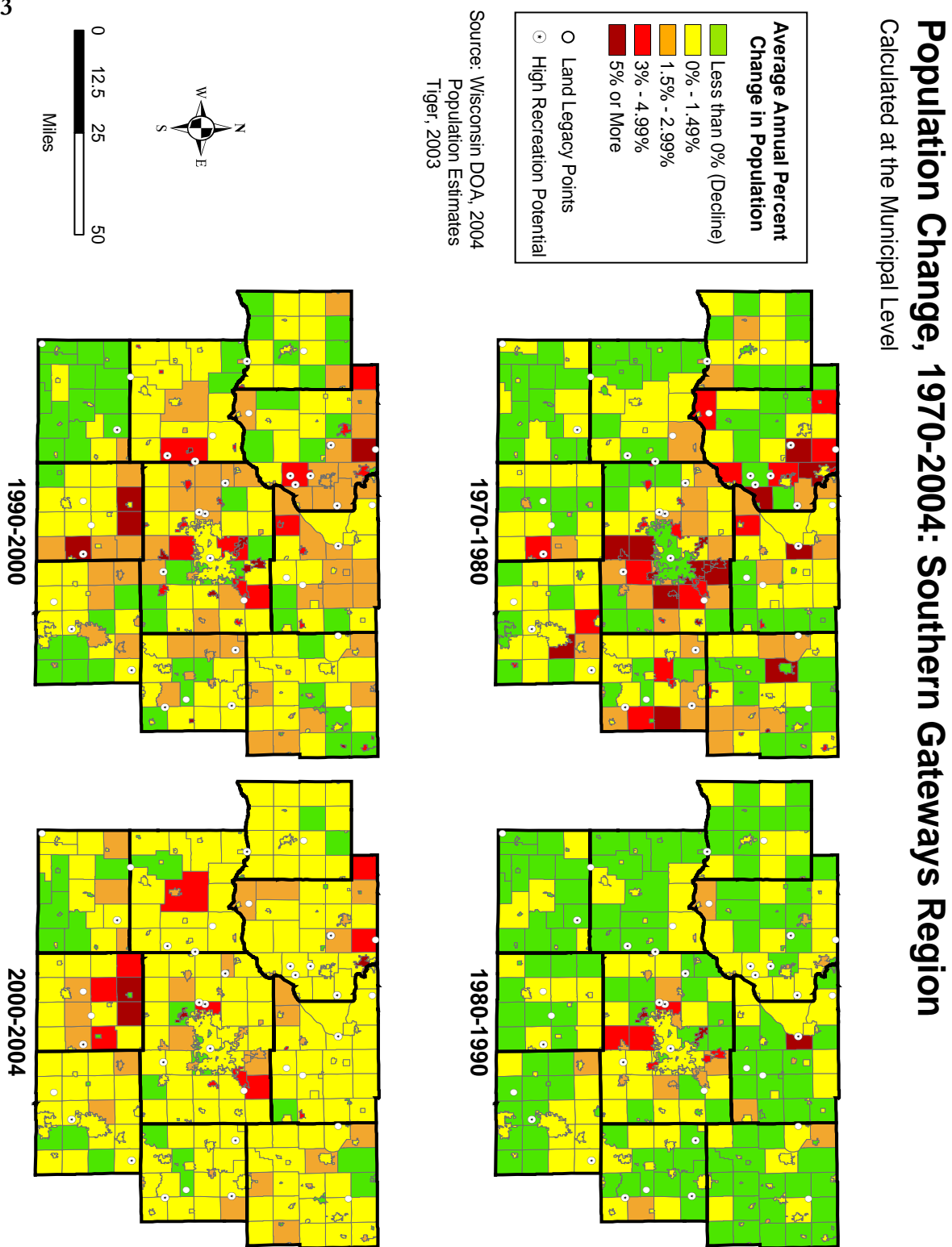
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Figure 13







## AGE STRUCTURE

Demographers refer to the proportion of different aged people in the population as the population's age structure. Table 5 shows how median age has changed from 1950-2000 in the Southern Gateways Region. In general, the population has gotten older over the last 50 years, with the median age increasing by about 5 years for the Region as a whole. The increase occurred between 1970 and 2000, as the Baby Boom generation began to reach older ages.

**Table 5**  
**Median Age in the Southern Gateways Region, 1950-2000**

	Median Age					
	1950	1960	1970	1980	1990	2000
Columbia County	33.0	31.8	30.4	32.1	35.2	38.0
Dane County	28.6	25.8	24.1	27.5	30.7	33.2
Dodge County	31.8	31.1	29.2	30.4	33.8	37.0
Green County	32.4	31.6	30.8	30.6	34.4	37.9
Iowa County	30.7	29.2	27.1	29.6	33.2	37.1
Jefferson County	33.9	31.9	32.3	29.4	32.8	36.6
Lafayette County	29.6	28.0	27.3	29.2	33.6	38.1
Richland County	29.5	31.3	30.7	31.6	35.3	39.2
Rock County	31.4	28.2	26.1	28.9	33.0	35.9
Sauk County	27.9	31.2	29.8	31.6	34.2	37.3
<b>Southern Gateways Region</b>	<b>30.5</b>	<b>28.6</b>	<b>26.9</b>	<b>29.0</b>	<b>32.3</b>	<b>35.2</b>

Source: Census 1950-2000

Note: Regional medians are derived from the weighted median of the county median ages.

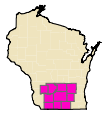
The age structure of the population in the Southern Gateways Region is affected, in part, by migration patterns. Migration processes affect both population counts and the age structure of the population. The balance of in- and out-migration for a local area is known as "net migration." Net in-migration means that migration is contributing to (depending on natural increase in the specific area) population growth, while net out-migration would contribute to population decline. Migration especially impacts the age structure of a local population when people of different age groups experience opposite migration trends. For instance, young people tend to move out of more rural areas of the state and into cities and university centers; and older people tend to retire in natural amenity-rich rural areas. This means that many rural areas in Wisconsin are experiencing an aging population due, in part to migration; and many urban areas and university towns remain relatively young. Such age patterns will impact demand for different types of outdoor recreation.



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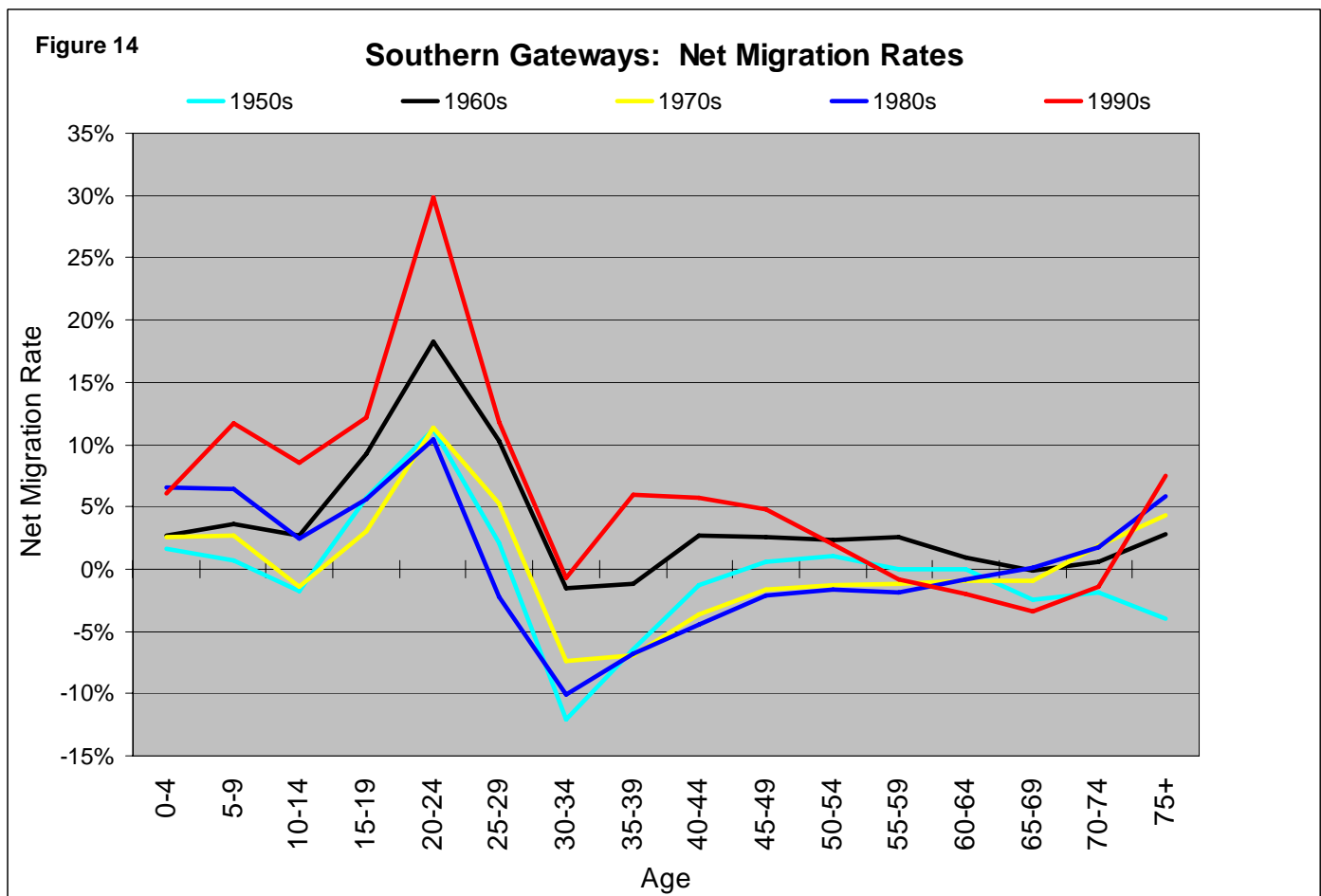
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## NET MIGRATION BY AGE

Figure 14 summarizes age-specific net migration patterns for the Southern Gateways Region from 1950-2000. For example, in the 1950's the Southern Gateways Region experienced a net out-migration (below "0%" line) of 30-34 year olds. The 1950's net migration line tells us that the population aged 30-34 in 1960 was about 12% smaller than the population aged 20-24 in 1950. The Southern Gateways Region has consistently experienced net in-migration of young adults aged 15-30, and net out-migration of adults aged 30-40. This is due, in large part, to the location of the University of Wisconsin in Madison. The University attracts a large number of young adults for college (in-migration), then as these students reach older ages and graduate, many out-migrate from the Region. Between 1990 and 2000, the Southern Gateways Region experienced a net gain of residents at almost every age group (except early retirees), with a particularly high rate of in-migration of young adults. Such migration patterns will influence the number of young adults and older people in the local population.



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## URBANIZATION

Over time the population of the U.S. and of Wisconsin has become increasingly urban. In 1900, about 38% of Wisconsin residents lived in urban areas. By 2000, this proportion had increased to 68%.

The urban population has increased more quickly than the rural population in the U.S. due to both natural increase and migration. In the past, rural residents tended to have more children than urban residents, but over the last several decades, this trend has switched and urban areas have higher birth rates than rural ones. In 2003, Wisconsin metropolitan counties had 13.3 births for every 1,000 residents, while non-metropolitan counties had only 11.3 (calculated from Wisconsin Dept. of Health and Family Services data). In addition, people have tended to move out of rural areas and off farms and into urban areas over the past several decades.

Table 6 shows the percent of the population living in urban areas 1950-2000. The urban population in the Southern Gateways Region has increased from 51% in 1950 to 68% in 2000. Much of this urbanization has occurred in Dane, Green, and Sauk Counties.

**Table 6**  
**Urbanization in the Southern Gateways Region, 1950-2000**

	Percent Living in Urban Areas					
	1950	1960	1970	1980	1990	2000
Columbia County	31.1%	30.8%	28.9%	33.0%	28.2%	36.8%
Dane County	67.9%	75.4%	77.2%	77.9%	79.9%	84.5%
Dodge County	44.1%	46.8%	45.8%	44.5%	45.3%	47.8%
Green County	29.1%	31.1%	41.8%	43.9%	44.2%	42.8%
Iowa County	12.9%	14.8%	16.9%	17.5%	19.3%	17.3%
Jefferson County	50.3%	50.7%	52.2%	51.0%	56.1%	57.8%
Lafayette County	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Richland County	23.9%	26.8%	29.8%	28.6%	28.6%	27.7%
Rock County	68.8%	69.7%	74.9%	76.4%	77.1%	78.2%
Sauk County	29.7%	30.5%	32.0%	36.8%	38.4%	50.1%
<b>Southern Gateways Region</b>	<b>50.8%</b>	<b>56.3%</b>	<b>60.4%</b>	<b>61.6%</b>	<b>63.7%</b>	<b>67.6%</b>

Source: Census 1950-2000

Note: Some of the differences shown here, may be the result of changes in the way "urban" is defined by the U.S. Census Bureau.



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## MINORITY GROUPS

Wisconsin, in general, has a predominately White/Non-Hispanic population (87% in 2000). Though the number of minority residents has been increasing over the last few decades, minority groups still constitute a small proportion of the population for most Regions.

In the Southern Gateways Region, 91% of the population identified as Non-Hispanic and White on the 2000 Census. Hispanics made up the largest minority group in this Region, representing about 3% of the total population. African-Americans made up just under 3% of the Region's population, and Asians accounted for about 2%.

Table 7 shows the Asian, Hispanic, and African American populations 1950-2000. The number of Asians in the Region increased from 815 residents in 1960 to 17,391 residents in 2000, with an increase of 66% between 1990 and 2000. The number of Hispanic persons in the Region has increased at an even faster rate in recent decades. The number of African American residents has expanded at the fastest rate, increasing from 2,513 people in 1950 to 27,239 people in 2000, for an overall increase of 984%.

**Table 7**  
**Changing Race and Ethnicity, 1950-2000**

	Number of Asian Persons						Percent Change
	1950	1960	1970	1980	1990	2000	1990-2000
Columbia County	N/A	11	N/A	N/A	136	187	37.5%
Dane County	N/A	662	N/A	N/A	8,666	14,868	71.6%
Dodge County	N/A	10	N/A	N/A	197	321	62.9%
Green County	N/A	16	N/A	N/A	66	97	47.0%
Iowa County	N/A	4	N/A	N/A	19	81	326.3%
Jefferson County	N/A	12	N/A	N/A	287	347	20.9%
Lafayette County	N/A	2	N/A	N/A	19	42	121.1%
Richland County	N/A	0	N/A	N/A	38	43	13.2%
Rock County	N/A	98	N/A	N/A	985	1,252	27.1%
Sauk County	N/A	0	N/A	N/A	79	153	93.7%
<b>Southern Gateways Region</b>	<b>N/A</b>	<b>815</b>	<b>N/A</b>	<b>N/A</b>	<b>10,492</b>	<b>17,391</b>	<b>65.8%</b>

	Number of Hispanic Persons						Percent Change
	1950	1960	1970	1980	1990	2000	1990-2000
Columbia County	N/A	N/A	451	216	358	827	131.0%
Dane County	N/A	N/A	3,953	3,280	5,744	14,387	150.5%
Dodge County	N/A	N/A	880	677	911	2,188	140.2%
Green County	N/A	N/A	0	85	119	327	174.8%
Iowa County	N/A	N/A	302	51	48	75	56.3%
Jefferson County	N/A	N/A	1,174	889	1,160	3,031	161.3%
Lafayette County	N/A	N/A	246	52	37	92	148.6%
Richland County	N/A	N/A	0	61	59	167	183.1%
Rock County	N/A	N/A	613	958	1,754	5,953	239.4%
Sauk County	N/A	N/A	58	153	207	938	353.1%
<b>Southern Gateways Region</b>	<b>N/A</b>	<b>N/A</b>	<b>7,677</b>	<b>6,422</b>	<b>10,397</b>	<b>27,985</b>	<b>169.2%</b>



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**Table 7 Cont.**

	Number of African American Persons						Percent Change
	1950	1960	1970	1980	1990	2000	1990-2000
Columbia County	9	3	39	29	243	460	89.3%
Dane County	716	1,611	2,845	5,688	10,511	17,069	62.4%
Dodge County	182	279	468	829	1,142	2,142	87.6%
Green County	4	5	15	12	23	86	273.9%
Iowa County	7	10	23	10	7	38	442.9%
Jefferson County	37	20	41	106	189	210	11.1%
Lafayette County	4	2	0	1	14	17	21.4%
Richland County	23	15	29	23	12	27	125.0%
Rock County	1,529	2,294	3,025	4,696	6,638	7,048	6.2%
Sauk County	2	0	7	31	54	142	163.0%
<b>Southern Gateways Region</b>	<b>2,513</b>	<b>4,239</b>	<b>6,492</b>	<b>11,425</b>	<b>18,833</b>	<b>27,239</b>	<b>44.6%</b>

Source: Census 1950-2000

Note: Methods of data collection and reporting on race and ethnicity in the Census have changed over the years. Consequently, data for some years are not available or have been estimated, and some of the changes seen above may be artificial. Definitions were relatively stable between 1990 and 2000.

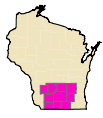
Note: Use of terminology and “labels” when talking about racial ethnic populations can be a sensitive issue. The authors of this report understand that there are some political, cultural and social preferences and implications in using particular terminology. We have chosen to use language that reflects Census-designated racial and ethnic categories in this report.



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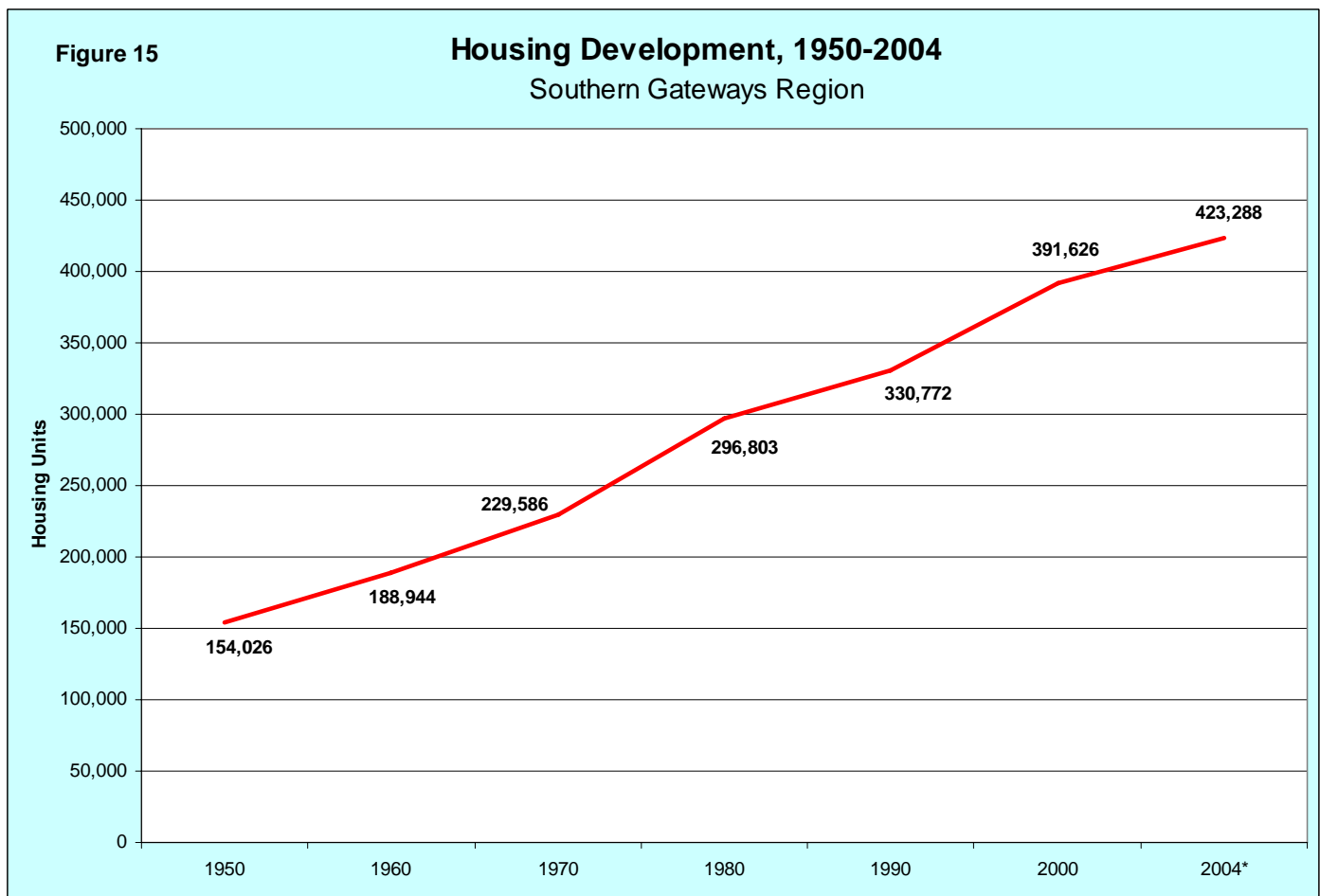




## HOUSING DEVELOPMENT

Just as population in the Southern Gateways Region has increased over time, so too has housing development. Figure 15 and Table 8 show the trajectory of housing growth for the Region and by county between 1950 and 2004. The number of housing units increased from 154,026 units in 1950 to 423,288 in 2004, for an overall increase of 175%. The fastest rate of growth occurred in the 1970's, when housing units increased by 29% over the decade. Since 2000, housing development has occurred quickly in the Region, increasing by about 2% (or almost 8,000 new units) each year.

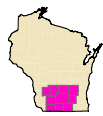
Historically, Dane County has experienced the most housing development and the fastest rates of growth. Rock, Jefferson, Dodge, and Columbia Counties have also experienced a good deal of growth since 1950. In recent decades (since 1970) Sauk County has seen high rates of housing development. Between 2000 and 2004, Sauk County added 2,633 new housing units for an increase of 2.7%. Only Dane and Rock Counties (with much larger populations) added as many new housing units over this time period. Dane County continues to experience high rates of housing development.



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**Table 8a**  
**Housing Development over Time in the Southern Gateways Region**

	Number of Housing Units						
	1950	1960	1970	1980	1990	2000	2004*
Columbia County	11,045	12,498	14,367	17,794	19,258	22,685	24,234
Dane County	48,022	67,207	92,442	126,275	147,851	180,398	198,665
Dodge County	16,929	19,379	21,786	26,985	28,720	33,672	35,446
Green County	7,370	8,233	8,889	11,317	12,087	13,878	14,865
Iowa County	5,877	5,988	6,150	7,568	8,220	9,579	10,224
Jefferson County	13,662	16,648	19,198	24,030	25,719	30,092	32,152
Lafayette County	5,188	5,374	5,358	6,293	6,313	6,674	6,911
Richland County	5,688	5,686	5,928	6,984	7,325	8,164	8,460
Rock County	28,402	35,778	41,814	52,103	54,840	62,187	65,401
Sauk County	11,843	12,153	13,654	17,454	20,439	24,297	26,930
<b>Southern Gateways Region</b>	<b>154,026</b>	<b>188,944</b>	<b>229,586</b>	<b>296,803</b>	<b>330,772</b>	<b>391,626</b>	<b>423,288</b>

\* Estimate from Wisconsin Dept. of Administration

Sources: Census 1950-2000, Wisconsin Dept. of Administration, 2004

**Table 8b**  
**Housing Development over Time in the Southern Gateways Region**

	Housing Unit Change				Percent Change				Average Annual Percent Increase			
	1950-1970	1970-1990	1990-2000	2000-2004	1950-1970	1970-1990	1990-2000	2000-2004	1950-1970	1970-1990	1990-2000	2000-2004
Columbia County	3,322	4,891	3,427	1,549	30.1%	34.0%	17.8%	6.8%	1.5%	1.7%	1.8%	1.7%
Dane County	44,420	55,409	32,547	18,267	92.5%	59.9%	22.0%	10.1%	4.6%	3.0%	2.2%	2.5%
Dodge County	4,857	6,934	4,952	1,774	28.7%	31.8%	17.2%	5.3%	1.4%	1.6%	1.7%	1.3%
Green County	1,519	3,198	1,791	987	20.6%	36.0%	14.8%	7.1%	1.0%	1.8%	1.5%	1.8%
Iowa County	273	2,070	1,359	645	4.6%	33.7%	16.5%	6.7%	0.2%	1.7%	1.7%	1.7%
Jefferson County	5,536	6,521	4,373	2,060	40.5%	34.0%	17.0%	6.8%	2.0%	1.7%	1.7%	1.7%
Lafayette County	170	955	361	237	3.3%	17.8%	5.7%	3.6%	0.2%	0.9%	0.6%	0.9%
Richland County	240	1,397	839	296	4.2%	23.6%	11.5%	3.6%	0.2%	1.2%	1.1%	0.9%
Rock County	13,412	13,026	7,347	3,214	47.2%	31.2%	13.4%	5.2%	2.4%	1.6%	1.3%	1.3%
Sauk County	1,811	6,785	3,858	2,633	15.3%	49.7%	18.9%	10.8%	0.8%	2.5%	1.9%	2.7%
<b>Southern Gateways Region</b>	<b>75,560</b>	<b>101,186</b>	<b>60,854</b>	<b>31,662</b>	<b>49.1%</b>	<b>44.1%</b>	<b>18.4%</b>	<b>8.1%</b>	<b>2.5%</b>	<b>2.2%</b>	<b>1.8%</b>	<b>2.0%</b>

Figure 16 shows housing density between 1950 and 2000 at the Census Block Group level. The maps show the approximate number of housing units per square mile in each decade. The landscape has gradually filled up with increasing numbers of homes, especially in the countryside surrounding Madison in Dane County and the entire eastern half of the Region.



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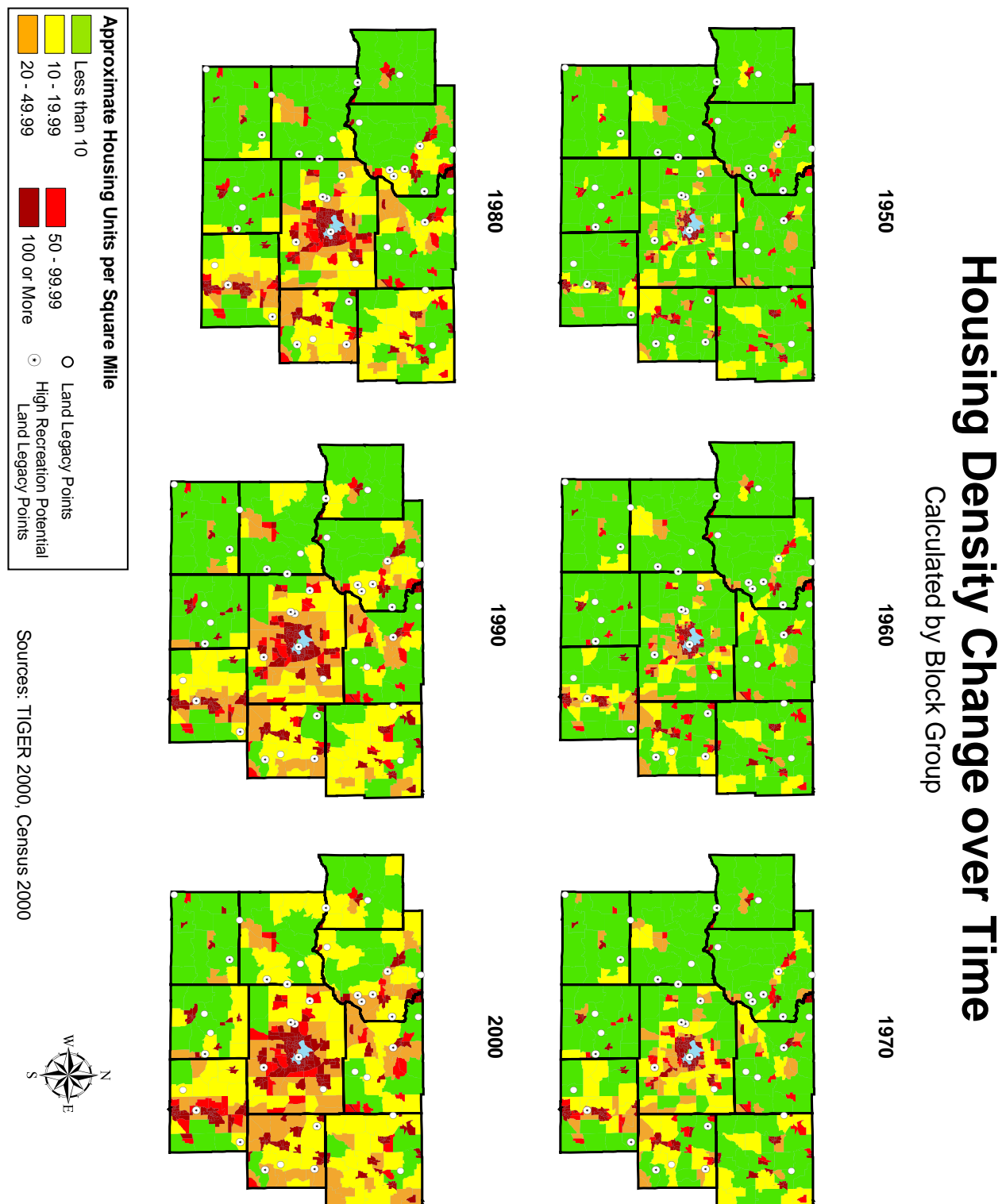
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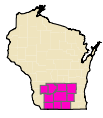




Figure 16



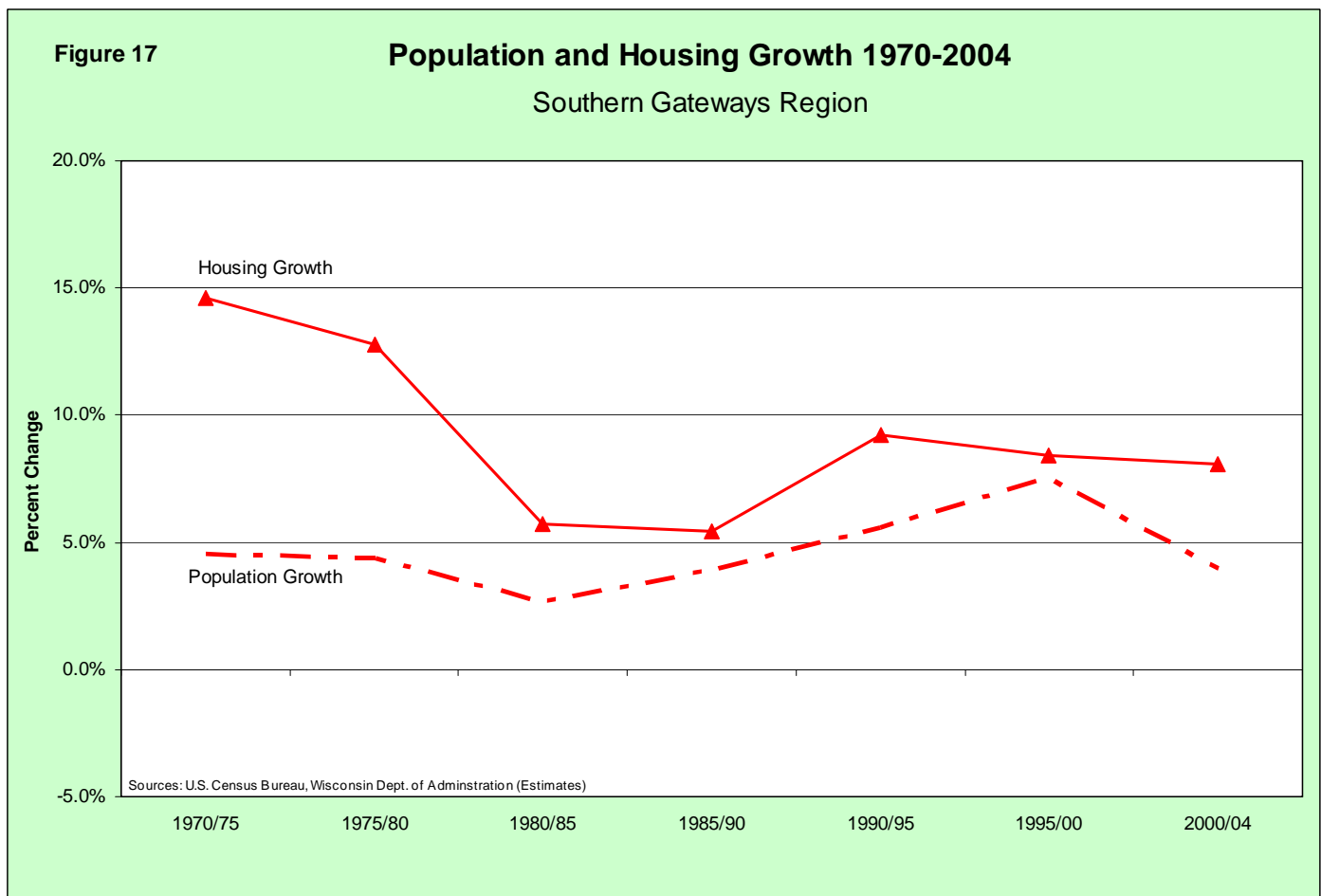




Assuming that more people need more houses, we would expect housing growth to occur in relation to population growth. In reality, housing development depends on factors other than population growth such as: seasonal housing, interest rates, decisions of policy makers and residential developers, and the number of people per household. For this reason, we sometimes see housing growth that outpaces population growth, and vice versa.

Figure 17 shows how housing development has occurred with relation to population growth over the last few decades in the Southern Gateways Region. The chart shows the percent change in each time period, with 0% meaning that the number of housing units and/or population in the Region did not change at all, negative percentages depicting a decline, and positive percentages showing percent of increase.

In the 1970's housing growth occurred at a rapid rate. In 1975 the number of housing units in the Region was about 15% higher than the number of housing units in 1970, while the number of people in 1975 was about 5% higher than the number of people in 1970. Housing development has consistently outpaced population growth in the Southern Gateways Region.



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## SEASONAL HOUSING

Seasonal housing does not make up a substantial proportion of housing units in the Southern Gateways Region. However, in Sauk, Columbia, and Richland Counties, it is an important factor to consider for outdoor recreation planning. Table 9 shows the number and percent of all housing units that were for seasonal use 1950-2000.

The number of seasonal homes in the Region increased between 1950 and 1990, from 3,606 homes to 7,659 (an increase of 112%). Much of this increase occurred in Sauk County. Then, between 1990 and 2000, the number of seasonal homes dropped, due to conversion into full-time residencies. During the 1990's, many people across Wisconsin chose to retire and live full-time in homes that were previously only for seasonal use.

**Table 9**  
**Seasonal Housing in the Southern Gateways Region, 1950-2000**

	Number of Seasonal Housing Units						Percent Seasonal		
	1950	1960	1970	1980	1990	2000	1960	1980	2000
Columbia County	968	1,081	870	1,446	1,557	1,253	9%	8.1%	5.5%
Dane County	569	1,162	1,332	1,018	825	1,056	2%	0.8%	0.6%
Dodge County	69	868	470	1,115	950	815	4%	4.1%	2.4%
Green County	73	178	303	148	154	154	2%	1.3%	1.1%
Iowa County	780	173	405	410	453	408	3%	5.4%	4.3%
Jefferson County	12	1,234	829	975	940	784	7%	4.1%	2.6%
Lafayette County	43	72	242	139	71	110	1%	2.2%	1.6%
Richland County	676	203	511	369	294	633	4%	5.3%	7.8%
Rock County	294	708	1,422	1,022	497	749	2%	2.0%	1.2%
Sauk County	121	583	714	1,248	1,918	1,578	5%	7.2%	6.5%
<b>Southern Gateways Region</b>	<b>3,606</b>	<b>6,262</b>	<b>7,099</b>	<b>7,890</b>	<b>7,659</b>	<b>7,540</b>	<b>3%</b>	<b>2.7%</b>	<b>1.9%</b>

Source: Census 1950-2000

Note: Data collection and reporting on seasonal housing have changed over the years. Consequently, data for some years have been estimated.

Note: Because of changing Census definitions and compilation methods over time, the data shown here are not perfectly comparable between decades, and they do not represent exact true counts. Rather, these data are estimates of the actual proportions of seasonal housing units, and they offer a general understanding of how seasonal housing has fluctuated over the time period.



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## NATURAL AMENITIES, RECREATION AND POPULATION CHANGE

Researchers (i.e. David McGranahan, Calvin Beale, and Ken Johnson) have found evidence that natural amenities (like climate, topography, forests, lakes, and rivers) and recreational resources are associated with population growth in some rural areas. The idea is that many people are attracted to natural amenities and want to live in or near places that offer natural beauty and recreational opportunities. According to this line of thought, we might expect areas rich in natural amenities to experience disproportionately high population and housing growth. This is important to consider because population and housing growth in these amenity-rich areas will impact the supply and demand for outdoor recreation, as well as the integrity of the natural environment.

We can get an idea of what the capacity for such amenity-based growth might be the Southern Gateways Region by looking at land cover. Table 10 shows land cover types in the Southern Gateways Region, as they existed in 1992. We can see that the Region is more urban and agricultural than most of Wisconsin. Dane and Rock Counties are particularly urban, and Lafayette and Rock Counties have the most agricultural land. In comparison with other Regions, the Southern Gateways Region has less forest, water, and wetland. Richland, Sauk, and Iowa Counties do have a substantial amount of forested land, and Jefferson and Dodge Counties have the most inland water.

**Table 10**  
**Land Cover in the Southern Gateways Region**

	Urban	Agricultural	Grassland	Forest	Water	Wetland	Barren	Shrubland
Columbia County	1.2%	50.9%	12.4%	17.7%	2.8%	13.9%	1.0%	0.1%
Dane County	5.5%	54.6%	13.2%	15.8%	3.1%	6.3%	1.6%	0.0%
Dodge County	1.5%	62.3%	9.8%	3.9%	3.9%	16.9%	1.7%	0.0%
Green County	1.0%	67.7%	11.1%	16.2%	0.3%	3.2%	0.4%	0.0%
Iowa County	0.6%	45.5%	16.2%	32.9%	0.7%	3.3%	0.8%	0.0%
Jefferson County	1.8%	57.7%	11.6%	7.5%	4.5%	15.4%	1.3%	0.0%
Lafayette County	0.5%	74.5%	8.4%	14.8%	0.2%	0.8%	0.8%	0.0%
Richland County	0.4%	42.2%	13.5%	38.8%	0.4%	4.0%	0.6%	0.0%
Rock County	4.0%	72.0%	10.4%	8.5%	1.0%	3.9%	0.3%	0.0%
Sauk County	1.5%	40.7%	13.9%	35.9%	1.2%	5.8%	1.0%	0.0%
<b>Southern Gateways Region</b>	<b>2.1%</b>	<b>56.3%</b>	<b>12.2%</b>	<b>18.9%</b>	<b>2.0%</b>	<b>7.6%</b>	<b>1.0%</b>	<b>0.0%</b>
<b>Wisconsin State</b>	<b>1.6%</b>	<b>30.8%</b>	<b>10.7%</b>	<b>37.5%</b>	<b>3.4%</b>	<b>14.1%</b>	<b>1.1%</b>	<b>0.9%</b>

Source: Wisconsin DNR Wisconsin, 1998

In addition to forests and water, hilly and mountainous topography is known to serve as a natural amenity. Sauk, Richland, and parts of Iowa Counties have hilly terrain that was never flattened by the glaciers that swept through much of Wisconsin. The Baraboo Hills are located in Sauk County, and parts of Richland and Iowa Counties are known as the Driftless Area that has not been glaciated in at least 750,000 years. This topography may serve as a type of natural amenity in these areas.



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In their research, Beale and Johnson have identified non-metropolitan counties that have a great deal of tourism, recreation and entertainment, and seasonal housing. They call these counties “Nonmetro Recreation Counties,” and they find that across the U.S., Recreation Counties have experienced especially high net migration rates, and higher population growth rates than either metropolitan counties or other non-metropolitan counties (Johnson and Beale, 2002).

In the Southern Gateways Region, only Sauk County is classified as a Nonmetro Recreation County. Sauk County (along with Dane County) has consistently grown at a faster rate than other counties in the Southern Gateways, especially since 1990. Sauk County also has much forested land (36%) and is home to the regionally known Baraboo Hills. Table 11 compares population and housing change over time in Sauk County to other counties in the Southern Gateways Region.

**Table 11**  
**Natural Amenities, Recreation, and Population Change: Southern Gateways Region**

	Land Cover		Population Change			Housing Change		
	% Forest	% Water	1970-1990	1990-2000	2000-2004	1970-1990	1990-2000	2000-2004
<b>Recreation Counties</b>								
Sauk County	35.9%	1.2%	20.3%	17.6%	6.1%	49.7%	18.9%	10.8%
<b>Other Counties</b>								
Columbia County	17.7%	2.8%	12.3%	16.4%	4.1%	34.0%	17.8%	6.8%
Dane County	15.8%	3.1%	26.5%	16.2%	5.7%	59.9%	22.0%	10.1%
Dodge County	3.9%	3.9%	10.9%	12.2%	2.8%	31.8%	17.2%	5.3%
Green County	16.2%	0.3%	13.6%	10.9%	4.5%	36.0%	14.8%	7.1%
Iowa County	32.9%	0.7%	4.4%	13.1%	3.8%	33.7%	16.5%	6.7%
Jefferson County	7.5%	4.5%	12.9%	9.2%	5.8%	34.0%	17.0%	6.8%
Lafayette County	14.8%	0.2%	-7.9%	0.4%	1.1%	17.8%	5.7%	3.6%
Richland County	38.8%	0.4%	2.6%	2.3%	1.0%	23.6%	11.5%	3.6%
Rock County	8.5%	1.0%	5.7%	9.2%	2.1%	31.2%	13.4%	5.2%

Sources: Census 1950-2000; Wisconsin Dept. of Administration, 2004; Wisconsin DNR WiscLand, 1998

It is important to note that several other factors (in addition to natural amenities and recreational opportunity) impact population and housing growth. For instance, distance from major cities and transportation routes also plays a large role in determining population and housing growth rates. These factors likely account for the observed high growth in Dane County.

Because parts of the Southern Gateways Region are isolated from cities and transportation (Richland and Lafayette Counties in particular), natural amenity-based population growth may be concentrated in some areas of the Region and limited in others. In this context, we might expect population growth to occur in areas of the Southern Gateways with a combination of forests and hills *and* access to cities and/or transportation.



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The Wisconsin DOA provides population projections at the municipality and county levels. At the county level, they provide these projections by age, allowing us to estimate county median ages for coming years.

According to these projections, the population of the Southern Gateways Region will continue to increase in size and in median age over the next few years.

## POPULATION PROJECTIONS

By 2010 the Region's population is projected to grow to 1,026,728 residents, an increase of almost 5% over the 2004 population (see Table 12). By 2020 the population of the Southern Gateways Region is projected to reach 1,106,156. Dane County is projected to have the highest rate of increase in the Southern Gateways. While projected increases are notable, projected rates of increase for the Southern Gateways Region are slower than the rate of population growth experienced in the 1990s or between 2000 and 2004.

**Table 12**  
**Population Projections for the Southern Gateways Region**

	Estimate 2004	Projection		Projected Increase		Average Annual % Increase	
		2010	2020	2004-2010	2010-2020	2004-2010	2010-2020
Columbia County	54,596	56,366	59,753	1,770	3,387	0.54%	0.60%
Dane County	450,730	480,573	527,534	29,843	46,961	1.10%	0.98%
Dodge County	88,285	90,565	94,882	2,280	4,317	0.43%	0.48%
Green County	35,163	36,093	38,474	930	2,381	0.44%	0.66%
Iowa County	23,639	24,333	25,907	694	1,574	0.49%	0.65%
Jefferson County	78,342	82,161	88,302	3,819	6,141	0.81%	0.75%
Lafayette County	16,311	16,401	16,844	90	443	0.09%	0.27%
Richland County	18,098	18,395	18,991	297	596	0.27%	0.32%
Rock County	155,536	160,911	169,648	5,375	8,737	0.58%	0.54%
Sauk County	58,595	60,930	65,821	2,335	4,891	0.66%	0.80%
<b>Southern Gateways Region</b>	<b>979,295</b>	<b>1,026,728</b>	<b>1,106,156</b>	<b>47,433</b>	<b>79,428</b>	<b>0.81%</b>	<b>0.77%</b>

Source: Wisconsin Dept. of Administration, 2004

Figure 18 shows the percent increase in population projected to occur at the municipality level 2000-2010 and 2010-2020. In general, most municipalities in the Region are expected to grow, but some areas of Lafayette, Richland, Sauk, and Dodge Counties are projected to lose population in the coming years.

Growth is projected to occur most in cities, villages, and towns on the outskirts of Madison including: Towns of Middleton, Black Earth, and Bristol, Cities of Verona and Sun Prairie, and the Villages of Cottage Grove, Waunakee, and DeForest. In addition high rates of growth are projected in parts of Green County (Towns of New Glarus, Exeter, Albany, and Decatur), Jefferson County (Towns of Sullivan and Ixonia), Iowa County (Villages of Avoca, Muscoda, Spring Green, Arena, and Linden and the Town of Dodgeville), Sauk County (Towns of Spring Green, Dellona, Delton, and Sumpter), and the Town of Fox Lake in Dodge County. The area at the border between Dane and Iowa Counties is projected to experience growth, especially in the Villages of Barneveld, Blue Mounds, and Mount Horeb and the Towns that surround them.



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High recreational potential Land Legacy points are located in and around some areas expected to experience high growth in coming years. These include: the Baraboo Hills and Badger Army Ammunition Plant in the Town of Sumpter, the Middle Wisconsin River in Town of Pacific (Columbia County), the Lower Wisconsin River in the Village of Avoca, Blue Mound-Blanchardville Prairie and Savanna in the Town of Barneveld, Blue Mound State Park in the Town of Blue Mounds, Black Earth Creek in the Town of Black Earth, Shoveler Lakes-Black Earth Trench in the Town of Middleton, Bark and Scuppernong Rivers in the Town of Sullivan, the Upper Rock River in the Town of Ixonia, and the Sugar River in the Town of Decatur. Additional Land Legacy points located in high growth potential areas include: Patrick Marsh near the City of Sun Prairie and Town of Bristol, the Spring Green Prairie in the Town of Spring Green, and the Badlands in the Town of Dellona.



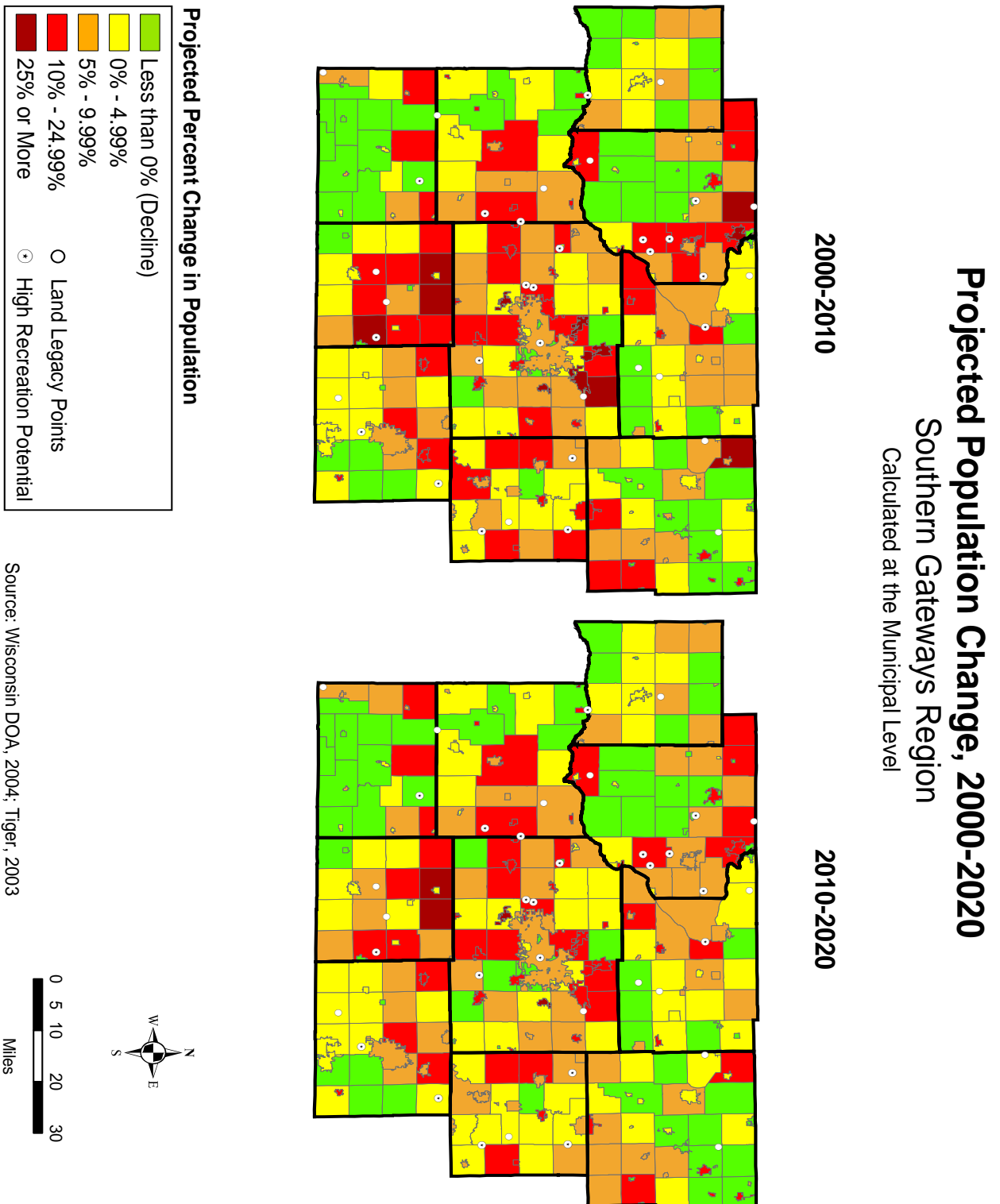
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Figure 18



Source: Wisconsin DOA, 2004; Tiger, 2003



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## AGE PROJECTIONS

As mentioned previously, the population in the Southern Gateways Region is relatively young compared to the state of Wisconsin as a whole. Still, projections suggest that the Region will age somewhat in the coming years at about the same rate as the state average and that the population of the Region will remain about one year younger, on average, than the state (see Table 13). Population in Columbia, Iowa, Lafayette, Richland, and Sauk Counties is projected to age faster than the state pace.

By 2010, median age is projected to reach 37 years in the Southern Gateways Region and 42 years in Richland County.

**Table 13**  
**Median Age in the Southern Gateways Region, 2000-2010**

	Observed 2000	Projected		Change	
		2005	2010	2000-2005	2005-2010
Columbia County	38	40	41	2	1
Dane County	33	34	35	1	1
Dodge County	37	38	39	1	1
Green County	38	39	40	1	1
Iowa County	37	39	40	2	1
Jefferson County	37	37	38	0	1
Lafayette County	38	40	41	2	1
Richland County	39	41	42	2	1
Rock County	36	37	37	1	0
Sauk County	37	39	40	2	1
<b>Southern Gateways Region</b>	<b>35.2</b>	<b>36.2</b>	<b>37.0</b>	<b>1.1</b>	<b>0.8</b>
<b>Wisconsin State</b>	<b>36.0</b>	<b>37.0</b>	<b>38.0</b>	<b>1.0</b>	<b>1.0</b>

Source: Wisconsin Dept. of Administration, 2004

Projected Median Age is estimated from the D.O.A. age-specific population projections, 2004



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## CONCLUSIONS

The Southern Gateways is a Region with mixed urban and rural populations. The Madison metropolitan area strongly influences the Region. Yet, parts of the Southern Gateways Region (particularly Lafayette and Richland Counties) remain relatively rural. Within the Region, most people live in the Madison area (Dane County) or in Janesville (Rock County). Rapid population and housing growth has occurred over the last few decades (especially in and around Madison) and is projected to continue to experience growth in the coming years.

In the Southern Gateways Region, population is younger than the rest of the state due to high rates of immigrating young adults. Income, housing values, and education rates are relatively high, especially in and around Madison. Seasonal housing and tourism are relatively unimportant in the Region, but they do impact parts of Sauk County (around Wisconsin Dells) and Richland County.

Based on the information shown in this report and from survey data that relates demographic characteristics to participation in outdoor recreational activities (NSRE 2000-2004), we can make some assumptions about the types of outdoor recreational activities that are popular in the Southern Gateways Region and how this relates to demographic characteristics of the Region. According to the NSRE survey, participation rates in hunting, off-road driving, snowmobiling, and cross country skiing are particularly low in the Southern Gateways Region. Walking for pleasure, attending outdoor concerts and plays, participating in nature-based outdoor recreation, and visiting dog parks are activities that are popular in the Southern Gateways, relative to other areas of the state.

Demographically, the Southern Gateways Region is relatively young, with high income and education rates. Younger people tend to participate disproportionately in several outdoor recreation activities, including: developed camping, outdoor volleyball, running or jogging, inline skating, Frisbee golf, downhill skiing, ice skating outdoors, nature-based education, kayaking, riding personal watercraft, waterskiing, boating, bicycling, and mountain biking. People with higher education levels and higher incomes tend to participate more in hiking, golfing, nature-based education, viewing nature, swimming in lakes and streams, visiting historic sites, cross country skiing, kayaking, sailing, boating, visiting beaches, bicycling, and walking for pleasure. These activities might be particularly popular in the Southern Gateways Region, in part because of the demographic structure of the Region.

In addition, certain activities are more popular among metropolitan residents, while others are more popular among non-metropolitan residents. This may mean that in relatively urban areas like Dane and Rock Counties, swimming in an outdoor pool, visiting a dog park to walk a pet, visiting an outdoor theme/water park, and/or attending outdoor concerts, plays, etc. may be particularly popular. In the more rural areas of the Region, ice fishing, snowmobiling, target shooting, driving for pleasure, driving off-road, driving ATV's, and gathering berries and other natural goods may be relatively popular.

National Survey on Recreation and the Environment (NSRE): 2000-2004. Versions 1-18 (except 12 & 17), N=2935. Interview dates: 7/99 to 11/04. The Interagency National Survey Consortium, Coordinated by the USDA Forest Service, Recreation, Wilderness, and Demographics Trends Research Group, Athens, GA, the Human Dimensions Research Laboratory, University of Tennessee, Knoxville, TN.



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